

Hollywood Entertainment District Business Improvement District

2020 4th Quarterly Report

February 1, 2021

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

RE: Hollywood Entertainment District Business Improvement District - Fourth Quarter Report

On behalf of the Board, I would like to present the fourth quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD ENTERTAINMENT for the Hollywood Entertainment District Business Improvement District.

Fourth Quarter Activities

Clean, Safe & Beautification Programs

- In response to the public health pandemic and “Safer at Home” Emergency Order, the safe and clean teams expanded their focus to include wiping down and sterilizing frequently touched hardware in the public realm such as crosswalk signals, trash cans, and door handles. They have also been sanitizing their offices, vehicles, and equipment several times a day. The teams are checking in with those essential businesses that remain open. While numbers for calls for service were down due to the health crisis, the BID maintained its level of service and deployment during this quarter.
- The BID is continuing to track the number of encampments post-opening of the Bridge Housing Shelter in both the BID and Special Enforcement Zone in order to show measurable results which coincides with the operation of the shelter in the BID boundaries.
- The BID Security staff continues to conduct regular counts of the types and number of obstructions in the public right of way since the rollout of the Bureau of Street Services (BSS) Hollywood Walkability Program. The last count within Q4 occurred on Tuesday, December 31, 2020. There was an 13% increase within the TDOZ and 240% increase throughout the greater BID area YTD.
- The Clean Team launched their new uniforms in October as part of the strategy to create a signature look and brand through visible uniforms and equipment.
- In October, the Goal 1 Committee began piloting efforts where the homeless outreach workers and clean team partner to help address cleaning challenges adjacent to encampments. In these scenarios, the outreach workers confirm that the items are trash and coordinates with the clean team to facilitate removal.
- The Goal 1 Committee reviewed and recommended the 2021 Clean, Safe, Hospitality, and Homeless Outreach deployment plans at their December meeting. The Board approved the 2021 plan at their December 17, 2021 meeting and authorized the President & CEO to amend the vendor contract accordingly.
- Staff began building a system to alert stakeholders through text-based push notifications about events and occurrences that affect public safety in the district. This will serve as a foundational element to building the security alliance communications network envisioned in the strategic plan.
- The Hollywood 4WRD Steering Committee continued the discussion of how The Hollywood Partnership could support improved coordination with homeless services coalitions and providers. After a 5-month hiatus caused by the onset of the pandemic, the steering committee identified a facilitator to develop a strategic plan to formalize Hollywood 4WRD with the committee. A 10-member Steering Committee was assembled which included representatives from the private sector, homeless service providers, and neighborhood leaders. The Steering Committee worked diligently over 3 months to develop the strategic blueprint, approving it unanimously on Wednesday, December 9th.
- The following statistics represent the activities of the HPOA’s security vendor, AGS:

AGS
Category Q4 Year to Date*
Arrests 7 53

Calls for Service 1,819 7,682
Business Contacts 19,354 75,379
Citizen Contacts 2,005 6,220
LAPD Assistance 11 142
Homeless Referrals 308 1,185

- The following statistics represent the activities of the HPOA's cleaning and maintenance vendor, CleanStreet:

CleanStreet
Category Q4 Year to Date
Graffiti Removal 2,691 8,347
Sticker Removal 2,225 9,567
Bulky Items 675 1,109
Haz Mat 831 2,472
Trash (Sweeper) 113.33 355 (Tons)
Trash (Cans) 126.43 398 (Tons)

- The Hollywood Wayfinding Signage procedures and policies was approved by the Place Enhancement Committee.
- Under the Set the Scene grant program, the mural, in partnership with Arts Bridging the Gap, was completed in November.
- The Place Enhancement Committee reviewed and approved "Lights Up: Hollywood" the façade lighting matching grant program. The program would be a 50/50 match between the BID and the property owner with a cap of \$5,000 – 10,000.
- Staff structured a partnership with City Plants and LA Sanitation to fill all of the empty tree wells in the district, cut concrete for new tree wells, and plant trees in those new wells. This partnership will deliver approximately 175 new trees to the district in 2021 at no cost to The HP. The new trees will be watered weekly to assist in their establishment and health by the BID's special projects team.
- The holiday décor installed was installed on Hollywood Boulevard at the end of November. The program was built in partnership with the Hollywood Chamber, and this installation marks year 4 of the 5-year agreement to install and store the decorations.

Operations, Communication, City Fees & Delinquent Assessments

- In response to the public health pandemic and "Safer at Home" Emergency Order, staff advanced a number of initiatives to assist. The BID shifted the social media focus to the response to the crisis plus updates of hyper-local concern. Staff is conducting a census of still-operating customer-serving businesses in the district to provide an aggregate list that is accessible to the community via the webpage and promoted on social platforms.
- The business directory was compiled and is being continuously updated to help connect residents with essential businesses that are open and those business operating in an online capacity during the pandemic.
- Three informative videos under the videography projects were released this quarter and focused on the Urban Forestry in the district, the Clean Team and Year in Review.
- The website redesign project was completed this quarter and the new website was launched on November 19th.
- Staff reached this year's goal of 50% growth with the organization's social media audience.
- A Winter Shop Local mailer was sent out to each mailbox in 90028 to encourage the neighborhood to support local businesses.
- The third Quarterly Market report was published on October 30th. For this quarter, expanded features include regional hotel occupancy for comparison to Hollywood, Metro Red Line ridership, and individual business testimonials.
- During this quarter, the BID continued to discuss ideas and interventions and potential advocacy roles needed to support economic recovery. In particular, the organization reviewed and provided public comment on the Hollywood Community Plan Update draft. The Board approved the Hollywood Community Plan Update Comment Letter at their

November 19th meeting. The BID formally submitted the comment letter, held a special conference with City Planning staff to walk them through the perspectives as enumerated in the letter and attended the public hearing on Wednesday, Dec 9th to provide verbal comment during the hearing.

- Staff initiated production of the first Annual Report, which will build off the quarterly economic reports and include data tracking the year in review for both the Hollywood market and the organization's efforts.
- Majority of the staff attended the International Downtown Association conference via Zoom on October 6-8th.
- Larson and Barbour both participated in the Hollywood Chamber's Economic Development Summit on October 15th.
- The budget and planning report for the 2021 year was approved at the October 15, 2020 meeting. The ad-hoc Finance Committee previously reviewed and recommended the final draft for Board approval.
- The Board approved the 2021 engagement letter for the organization's CPA firm to continue services at the current flat rate.
- Larson was a featured speaker for BOMA's "Power Hour" session on homelessness in Hollywood and advising building owners and managers about what they can do to be a part of the solution.
- As part of the BID's financial controls and practices, the Finance Committee recommended to have staff put out an RFP for the financial and tax return preparation services. The RFP was sent out on November 16th to six (6) recommended CPA firms including the current vendor. The RFP was posted on The HP's website as well as the trade organization's website.
- In response to the RFP, three (3) proposals were received. The Committee will review the proposals and bring a recommendation to the Board at their January meeting.
- The Annual All Property Owners Meeting was held on November 19, 2020 via Zoom. The activities and accomplishments of the BID over the past year were reviewed as well as the goals set for 2021. Remarks were made by Councilmember Mitch O'Farrell, LAPD Captain Steve Lurie and the representative from stakeholder Amoeba Records.
- At the Annual Meeting on November 19, 2020, the following directors were elected to one-year terms:
 - o Vaughn Davis, Dream Hotels
 - o David Gordon, Condominium Owner, The Broadway Hollywood
 - o Larry Wilkes, Related California Residential
- At the same meeting, the following directors were elected to three-year terms:
 - o David Green, Nederlander West Coast
 - o Bill Humphrey, Hudson Pacific Properties
 - o Amy Lemisch, Netflix
 - o Chad Lewis, Klein Financial
 - o Joe Rehfeld, Condominium Owner, W Residences Hollywood
 - o Monica Yamada, CIM Group
- At the Annual Meeting on November 19, 2020, the following officers were elected to one-year terms:
 - o Drew Planting, Chair
 - o Katie Zandona, Vice Chair
 - o Tony Zimbardi, Secretary
 - o Monica Yamada, Treasurer
- The Board approved the 2-year lease extension for 6562 Hollywood Boulevard and authorized the President & CEO to execute the second amendment to the lease with Hollywood Studios LLC.
- New Board member orientation sessions were held on November 3rd and November 13th.

- At the December 17, 2020 meeting, the Board approved the resolution for the Line of Credit renewal and loan revision agreement. The \$1M line of credit was extended to December 31, 2022.

Alley Overlay Program

- Monthly alley services were completed during this quarter.

Tourism Overlay Program

- At the October 14, 2020 meeting, the Committee elected Colleen Jimenez to serve as Chair and Mike Harkins to serve as Vice Chair for 2021.

- All supplemental programmatic activities (additional clean / safe in response to tourism) for the remainder of the year, which will enable the TDOZ to accomplish programmatic priorities of 2021 as planned and budgeted, with service levels then reflecting a return of the tourism economy.

- The Tourism District Overlay Zone (TDOZ) Committee met in October and December as part of its every-other-month meeting cadence during the program freeze.

Please contact me at (323) 463-6767 if you have any questions.

Sincerely,

Kristopher Larson, CEO

Kristopher Larson

HOLLYWOOD ENTERTAINMENT

Fourth Quarter Financials

Budget Category	Annual Budget	4th Quarter Amount Spent	YTD Amount Spent	Remaining Balance
Clean, Safe & Beautification Programs	6439514.27	\$1,625,930.00	\$5,966,710.00	\$472,804.27
Operations, Communication, City Fees & Delinquent Assessments	1456094.28	\$273,913.00	\$1,068,580.00	\$387,514.28
Alley Overlay Program	90383.68	\$22,074.00	\$90,368.00	\$15.68
Tourism Overlay Program	387836	\$0.00	\$115,395.00	\$272,441.00
Total	\$8,373,828.23	\$1,921,917.00	\$7,241,053.00	\$1,132,775.23