



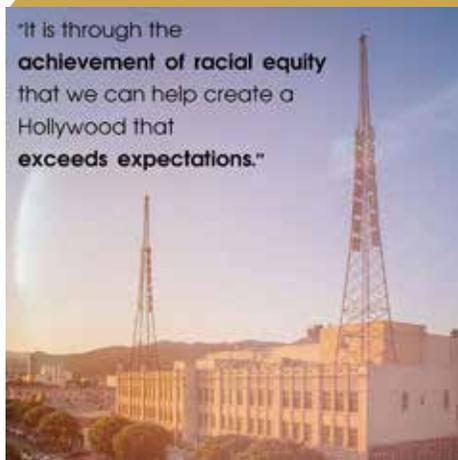
THE  
HOLLYWOOD  
PARTNERSHIP

# Q2 NEWSLETTER 2020

## *Resilient Hollywood*

The arrival of Covid-19 brought state-wide stay-at-home orders, temporarily closing iconic venues, retail stores, and dining rooms. Our Walk of Fame was uncharacteristically quiet for weeks following, and our community missed the millions of fans who flock to Hollywood each year. In late May, in protest of racial injustice, civil unrest ensued and people took to the streets of Hollywood. Though the demonstrations were overwhelmingly peaceful, a smaller number of opportunists destroyed property, looted businesses and vandalized our community.

But Hollywood is resilient, and the dreamers who come here to create, build, and invent are strong. Though Hollywood may reemerge changed, the reopening of many of our businesses signaled a hopeful return to a new normal. One where we show our compassion and concern for our neighbors by keeping ourselves, and one another, safe. One where our residents, businesses, workers and enthusiasts support this place - and the dream of Hollywood - that belongs to all of us.



On Thursday, June 18, The HP Board of Directors unanimously approved a statement on racial equity. To read the full statement, visit [onlynhollywood.org/hollywood-bid/statement](http://onlynhollywood.org/hollywood-bid/statement)



Elliot Jenkins and Davin McCloud are part of the new Hospitality Ambassador Program from The Hollywood Partnership. The new program was launched in response to the Hollywood In Focus Strategic Plan adopted in 2019. (Photo by April Clemmer)

## *Hospitality Ambassador Program Launched*

The Hollywood Partnership's Ambassador Program includes three major areas of focus: cleaning, safety/security, and now: hospitality. While all The HP's ambassadors are specially trained to fulfill their specific roles, they are all part of a unified team that works together to improve people's experiences in Hollywood.

The HP's Clean and Safety/Security programs have been working in Hollywood for two decades. The new hospitality program adds an outgoing, customer-service focused approach to the Ambassador team. Their job is to engage with Hollywood's many different types of stakeholders, linking people with Hollywood area experiences, attractions, shopping, restaurants, venues, transportation, and everything else the community offers. They serve as a concierge to the broader community.

The program soft launched in July, 2020, amid the Covid-19 pandemic. While pedestrian traffic was lower as a result of the mandated shutdowns,

the team was able to utilize the time to learn all about the Hollywood Entertainment District, including the area's history, popular venues, currently operating businesses, and the historic Walk of Fame. The current level of visitation allows the new hospitality ambassadors to spend more time with individuals and families helping advise them to have a great Hollywood experience.

"We are so pleased to be enhancing our services with the new Hospitality Ambassador Program which will help curate and improve visitor experiences," Kristopher Larson, President & CEO of The Hollywood Partnership, said. "While all our front line team members are always happy to help patrons with directions, recommendations, or other assistance, the new 12-person Hospitality Ambassador team has the specialized knowledge, mission, and compassion to truly make a difference for those who come to experience all that Hollywood has to offer."

# President's Address

Our community has seen challenges before, though they usually occur one



at a time. The second quarter brought a pandemic, its resulting economic crisis, civil unrest, and now indications of significant civic reform. An unsurprising set of emotions

accompanied each challenge which ranged from fear, anxiety, uncertainty to hope and unity. Members of our community are doing the best to control what they can and pivot to meet the needs of their families, workplaces, peers, partners, and neighbors.

Likewise, The Hollywood Partnership has pivoted to adapt to the rapidly changing needs of the community. We have done this in many ways, including the way we service the public realm to the introduction of new marketing programs intended reach local Angelenos. Below are some highlights of those efforts:

## Clean & Safe

- **Enhanced cleaning** Since the onset of the pandemic, our clean and safe teams have worked proactively to clean high-touch areas within the public realm such as door handles, ATMs and crosswalk buttons.

- **Graffiti removal** Following the period of civil unrest in early June, our clean team built a partnership with the LA Beautification Team to quickly remove and cover up hundreds of instances of graffiti on public and private property.

- **Storefront repairs** Both during and after the riots and looting, our team worked to connect business owners with services to board up their properties to help protect them from criminal opportunists.

## Communications

- **Promoting Recovery Resources** Both via our website and through email blasts, we have pushed out business support and recovery resources as they become available.

- **Operating Business Inventory** We update and compile an inventory of every customer-serving business within the district and promote it via our website to help area stakeholders know what area amenities are open and how they are conducting business.

- **Shop Local campaign** We have initiated a marketing campaign directed specifically to Hollywood residents compelling them to support neighboring businesses during this tough time. A mailer went out to every household in the 90028 zip code.

## Capital Improvements

- **Tree Trimming** – Following the closure of nesting season, we advanced another significant body of work to prune many of the overgrown palm, jacaranda, and ficus trees throughout the district. We cared for over 300 trees as a part of this year's investment in our urban forest.

- **Walk of Fame Repairs** – In partnership with the Hollywood Historic Trust, we will soon conclude the restoration of Phase 1 of the Walk of Fame restoration project. Taking advantage of the unusually low pedestrian activity on the boulevard, a total of five linear block faces are being beautifully restored in the Hollywood / Highland area. Phase 2 will advance another large restoration effort of the infamous terrazzo imbued boulevard.

Throughout this challenging quarter, we have worked to get our stakeholders help. We prioritized the provision of timely, reliable information about financial resources. We are working to better connect the local consumer markets with our area businesses and advocated to City Hall about the need for greater creativity, flexibility, and expediency. We are making the best out of lower tourism counts by accelerating capital improvements that will provide value for years ahead. Last, we are committed to responding to meet the needs of our district with additional new services, programs and initiatives that will debut over the next quarter as the situation continues to evolve. These challenges do not dissuade or discourage us, rather; they inspire us to do everything we can to help our community move forward safely.

*-Kristopher Larson, AICP  
President & CEO*

# News Briefs

**SET THE SCENE** Our pilot placemaking grant program closed its application window on April 30. In total, we received eight abstracts and applications for a total of \$76,000. There is \$20,000 budgeted for this initial pilot program. The various application and abstracts were reviewed by the Place Enhancement Committee at their May 12th meeting, where four finalists were selected.

**LIGHTING UP HOLLYWOOD** With the Lighting Master Plan complete, staff is currently exploring three of the plan's recommended projects, starting with reviving the "Startracker" klieg lights at Hollywood & Vine. Originally installed over 20 years ago, these lights haven't functioned in many years. The CRA was working to revive them in 2011 before being eliminated by then-Governor Brown. We've even tracked down the original designer who is helping on the technical side and is quite excited that these may be brought back to life. Other projects include cantenary lights on Hollywood Blvd. and Sunset Blvd., as well as wrapping and up-lighting the palm trees on Sunset Blvd.

**ELF PROGRAM** The International Downtown Association (IDA) selected 30 of the industry's brightest professionals for the 2020 Emerging Leader Fellowship (ELF) program, including Devin Strecker, Vice President of Communications for The Hollywood Partnership. The fellowship is a months-long experiential program bringing together a cohort of IDA professionals from within the urban district management industry. The fellows learn essential leadership and place management skills and gain practical tools in the areas of place-based economic development, the live-work-play experience, and public-private partnerships. This year's program began virtually due to Covid.

# HOLLYWOOD IN FOCUS

## Goal 1

In addition to launching the new Hospitality Ambassador program, the Place Management Committee has been tasked with evaluating the future of our security program. Since the late 1990s the Hollywood Entertainment District security team has included armed officers. In assessing our calls for service and better defining the role that we play in the community, as well as shifts in public attitudes, the committee is discussing whether or not there is still a need for armed security guards.

To fully explore this complex issue, an ad-hoc sub-committee has been formed to research comparable programs in other cities, have conversations with stakeholders and LAPD, and ultimately make a recommendation to the committee and board on their assessment of findings.

## Goal 3

As the flagship of our communications apparatus, we are preparing to overhaul our website to improve functionality, design, and expand to include new features such as a searchable business directory. The Goal 3 Committee selected Geocentric, a web design company that specializes in designing and building websites for place management organizations such as The HP. The goal is to have the new site launched by October.

In addition, the committee is working with Watto Studios, a local production company, on a series of short videos highlighting the work of The HP.

To continue the conversations around racial equity and social justice, the committee has met with COMMON to consider options to implement and build on the commitments in the organization's racial equity statement.

## Goal 2

The 2020 tree trimming scope has been completed in the district. Thanks to lighter than usual vehicular traffic, the work was performed quite quickly. This year's scope included trimming 242 palms as well as the large Ficus and Jacaranda trees along the Zone 1 Streets in the BID. See photo at right for an action shot.

Work for Phase 1 of the historic Walk of Fame restoration effort was completed in July, 2020. This phase included the south side of Hollywood Boulevard between Sycamore and McCadden, and the north side between Orange and McCadden. The TDOZ and the Hollywood Historic Trust were partners in the first phase. Additionally, the Trust has authorized a second phase of the restoration work which include restoration of an additional one-third of the Walk of Fame.

## Goal 4

As a major step forward in positioning The Hollywood Partnership as the go-to entity for reliable information about the real estate market in Hollywood, on April 30th we published our 1Q market report. Staff is now preparing for the second quarter report, which should provide the beginnings of trend-based information to help us truly quantify the impact of Covid-19 on the Hollywood economy.

In July, the committee reviewed a proposed economic development plan of work, receiving a case study presentation on BIDs' roles in storefront development. The committee ultimately voted to approve the plan to begin implementing an Advocacy and Economic Development program, as outlined in the *Hollywood In Focus* strategic plan, adopted last year.



The HP contracted with West Coast Arborist to trim the trees in the district following the end of nesting season. (Photo by Rich Sarian)



As part of the videography project, Carlos Suarez of Watto Studios films clean team member Emilia Velasquez on Hollywood Blvd. (Photo by Devin Strecker)



Robert Benjamin, Operations Manager, coordinated with the team to install Eco Counters to conduct pedestrian counts in the District. (Photo by Rich Sarian)



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For maintenance needs, please make a service  
request on our website:

[www.hollywoodpartnership.com](http://www.hollywoodpartnership.com)

## Unity Through Art

Through a project hosted by **Arts Bridging the Gap**, an array of murals were created on Hollywood Blvd. in early June – a response to beautify boarded up windows after protests and unrest in the area.

Arts Bridging the Gap founder and executive director **Georgia Van Cuylenburg** explains that the project “all happened very fast. We do murals across Los Angeles, but we were on hold during the pandemic. When protests started, I reached out to different councilmen and property owners for the opportunity to add art on temporary boards.”

**Wally Moran**, general manager of Wood & Vine, joined Van Cuylenburg in contacting property owners as well as staff of The Hollywood Partnership. “Within 24-hours we had gig approvals from the Taft Building, the Pantages, and residential mixed-use buildings El Centro and Eastown.”

*-Genie Davis*



Quinton McCottrell is our Safety Team Employee of the Month for July 2020. Quinton takes area responsibly and good customer service to an exceptional level, and does it all with calm and understanding demeanor.



Juana Martinez is our Clean Team employee of the month for July 2020. Juana is a true asset to the crew. She takes pride in her work and it shows through her attendance, because she is the only crew member to have perfect attendance!

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