



THE
HOLLYWOOD
PARTNERSHIP

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Q1 NEWSLETTER 2021

Tracking Our Trees

In 2018, The HP went out on a limb to take a more technical approach to responsibly maintaining our urban forest. This started with a full inventory conducted by Davey Resource Group, Inc. The inventory prioritized tree maintenance into three categories and identified dead trees, stumps, and empty tree wells. Within two years, The HP was able to trim all prioritized trees, and through a partnership with the City, was able to have every dead or dying tree removed along with each abandoned stump. Partnering with the City saved The HP thousands of dollars.

With **Rachel Malarich** being appointed "City Forest Officer" for Los Angeles in 2018, a partnership between The HP and Malarich was crucial. Malarich and the Urban Forestry Department have lent invaluable insight to tree maintenance, training, root correction along the Walk of Fame, and the planting of new trees. These City partnerships have been vital in ensuring that the work done in Hollywood is in line with that of the City and that the trees and palms are maintained accordingly.

With specialized software, The HP keeps track of trimming cycles for each tree to ensure a healthy maintenance schedule. Last year, The HP partnered with City Plants and LA Sanitation to commence a planting program to add more trees to the streets of Hollywood. This planting program will include expanding and filling empty tree wells as well as cutting and filling new tree wells along the sidewalk. **Amy Schulenberg**, Tree Planting Project Coordinator for LA Sanitation and Environment, has been assisting with this initiative.

"Not only will these trees beautify the neighborhood and increase walkability, they will also improve air quality and cool the streets. Cooler streets will mean we use less energy and lower our utility bills," Schulenberg said. "With the attentive care of the Hollywood Partnership, these trees will thrive. By working together, we can plant now for a greener future."



Councilmember Mitch O'Farrell and Rana Ghadban from the Hollywood Chamber help Amoeba with a ribbon cutting at its new location on Hollywood Blvd.

Excitement Surrounds Hollywood Openings

It's been a long, difficult year for all of us. While the pandemic has had drastic effects on our lives and our neighborhoods, the light at the end of the tunnel has become visible. We are excited each day by the new possibilities as our businesses open or re-open in Hollywood. Here are some of the notable business openings that are making Hollywood feel more like Hollywood!

TCL Chinese Theatre The world-famous landmark theater is no longer dark! As of Monday, March 29, 2021, the Chinese is once again showing movies on its gigantic IMAX screen. The theater will adhere to all CinemaSafe guidelines as well and the Public Health Department's Protocols for Movie Theaters.

Amoeba Music The world's largest independent record store had to prematurely close their original Hollywood location last year, months before they were due to move to their new location on Hollywood Blvd. They opened their brand new doors to the public on April 1, 2021.

Target A new addition to Hollywood Boulevard, Target has opened a new, small-format store quietly in early March, 2021. The new location includes a Starbucks, a grocery selection with fresh produce, an alcoholic beverage section, clothing, home goods, health and beauty products.

For additional openings, refer to our blog post at hollywoodpartnership.com which is constantly updated!

Special Projects Team Addresses Cleanliness

This year, The HP established a new "Special Projects" team to help address the increased cleaning and maintenance concerns in our district. Staffed by two new cleaning members, along with a large truck that handles trash and bulky items, the team works alongside our Homeless Outreach Team, which has helped to increase outreach contacts along with building a positive relationship with the unhoused

folks who live within encampments.

The team responds rapidly to cleaning issues that are reported by stakeholders and our Hospitality and Security ambassadors. The team starts early at 5 a.m. and patrols the district to do proactive cleanings. The team's efforts have yielded a significant increase in tons of trash removed from the District daily.

Is Orange the New Purple? Let's ensure it's not.

President's Address



A few weeks ago, LA County transitioned into the state's red public health tier from its most restrictive, purple tier. Transitioning into the red tier provided some nonessential indoor business-

es, such as gyms, restaurants, museums, and movie theaters, with the opportunity to reopen indoor service on a limited basis. Certain nonessential operations, such as business offices and bars, remain closed. A stroll through Hollywood on most days highlights the absence of the daytime workers and happy hour spots, as the usual multi-dimensional neighborhood misses its eclectic mix of workers, residents, and tourists. These days, we are functioning more as a single-use district - a tourist attraction for folks brave enough to travel amid the pandemic. Indeed, data compiled by our organization show that nearly 90% of the pedestrians on the Walk of Fame during the pandemic are visitors to our community.

Thankfully, the transition to the red tier has allowed many stalwart institutions to re-open their doors, at least partially. The end of the quarter provided some momentous re-openings that provide optimism for the months ahead. Favorites such as Madame Tussauds, Larry Edmund's Bookshop and El Capitan Theatre reopened at the end of March, with more to follow in the coming weeks.

Now, at the close of the quarter and just weeks removed from the recent transition into red, LA County is poised to transition into the next most permissive tier: orange. In the orange tier, businesses such as museums, restaurants, and movie theaters can open their doors a little wider and accommodate 50% occupancy. Gyms and fitness centers can expand to 25% capacity, and retailers can open without any reduction to the capacity allowed in normal times. For the thirsty, bars that do not serve food would be allowed to reopen for

the first time since the onset of the pandemic, though only for outdoor service. The rub, however, is that non-essential office-type workers would still be encouraged to work remotely.

A return to work for the daytime office worker remains the most important and difficult to predict variable in getting Hollywood back to normal. Because everyone enjoys stretching their proverbial legs and feeling the southern California sunshine on their face, the tourist economy has shown that it will eventually rebound and has already started down that path. The office market, however, has been more sluggish to bounce back. Though we all enjoy fewer white-knuckle commutes, the fewer cars on the road also equates to a diminished number of daytime customers that enable vibrancy on the sidewalks and support our local coffee shops and eateries. According to Kastle Systems, only 25% of LA area employees had returned to the office for the week ending on March 24, a figure which was down slightly from the week prior (27.9%). Relative to other big cities in the U.S., the return-to-work figure for Los Angeles was a stitch higher than the national average of 24.2%.

Given its cluster of media and entertainment production companies, Hollywood is buffered from the plight of markets such as NYC which has experienced only a 10% return to work of traditional office employees. Given the nature of the work involved in production, in-person collaboration is essential. However, Hollywood, as we know, is not exclusively home to entertainment production companies, and enjoys a significant share of the traditional office-type employees that typically work in multi-tenant office towers. How these employees, and the companies that hold the leases, decide to conduct their business remains to be seen. Given the adoption of work-from-home options at many large, well-known corporations, one thing for we know for certain is that a return to the pre-pandemic norms of exclusive in-office work is a remnant of the past as companies are always seeking to distinguish themselves or at least keep up with the Joneses when it comes to attracting and retaining talented employees.

*-Kristopher Larson, AICP
President & CEO*

News Briefs

OUTDOOR DINING SUPPORT

PROGRAMS To assist Hollywood's food and beverage businesses to maintain operations due to impacts of COVID-19, The HP's Goal 4 Committee launched dual Outdoor Dining Programs. The first program provides up to three outdoor heaters at a discounted price. By the end of the first quarter, The HP provided 18 outdoor heaters to a total of six businesses. Additionally, one business was approved for a \$3,000 reimbursement through its participation in the Outdoor Dining Support Program, which provides a 50% match (up to \$3,000) to assist with the purchase of outdoor furniture and fixtures to expand outdoor dining options within the district. As Los Angeles enters the "Orange" Tier of the State's "Blueprint for a Safer Economy", restaurants and bars are strongly encouraged to apply today.

CLEANING PROGRAM UTILIZES NEW TECHNOLOGY

New software geo-locates every special cleaning activity performed (graffiti removal, sticker removal, haz mat cleanup, etc.) to provide mapping overlay of team's activities and help gamify their daily work by motivating performance through leaderboards and more. The new software has proven valuable to the management of the cleaning vendor and client. The before & after pics, data and mapping have been useful for management presentations to visualize our cleaning vendor's performance.

DE-ESCALATION TRAINING On March 18-19, leadership from our Clean, Safety, Hospitality, and Homeless Outreach teams received in-depth training on de-escalation techniques to help prevent tough situations from becoming worse. Following the completion of the course, they are now equipped to provide that training to the dozens of men and women that comprise our operations teams. Eventually, we're planning to offer the training pro bono to stakeholders in the district as a program of The HP.

HOLLYWOOD HOMELESS COUNT More than 70 volunteers came together on February 25 to help perform the annual Hollywood Homeless Count. It was a massive effort impressively orchestrated by local neighborhood leaders, service providers, and Hollywood 4WRD. The results of the count are expected to be released in the coming days and will be posted at hollywood4wrld.live. The volunteer effort to spearhead the Hollywood count resulted from LAHSA's cancellation of its annual county-wide homeless count.

HOLLYWOOD IN FOCUS

Goal 1

Place Management

Because of the diverse nature of calls for service, The HP has implemented a dispatch program that allows for us to send the appropriate response to each individual call rather than simply sending an armed response. This updated deployment plan has reduced the overall response time from Security to 5.5 minutes YTD. In comparison to 2020, the overall response time was 7 minutes.

The addition of the new Special Projects Team and assigned large truck has been a strong addition to the cleaning team as they perform proactive cleaning throughout the district. This team starts earlier in the day (5am) in order to tackle some of the larger cleaning tasks such as graffiti and large debris clean ups. This has contributed to an overall increase in trash tons removed from the district.

Goal 3

Stakeholder Engagement

The Committee received nine proposals for its Media Relations project and ultimately selected Zapwater Communications, Inc. The firm will assist with public relations, messaging and programming for the organization.

As restrictions are being reduced for retailers, restaurants and venues, we released our "Hollywood Back to Business" video to show customers the many ways our businesses are adapting to create safe and enjoyable experiences in our neighborhood.

On March 24, the committee hosted a "Local Voices" forum, inviting residential managers from the apartment buildings and condominiums in the district to better understand the needs of our local residents. A forum will be organized for food and beverage workers in the coming months.

Goal 2

Place Enhancement

At the beginning of this year, our Place Enhancement team kicked off "Lights Up: Hollywood", its façade lighting support program. All buildings in the district qualified and could receive up to \$10,00 in matching funds to add lighting to building facades. The team also kicked off its "Set the Scene" place enhancement support program in hopes of adding more art and excitement to the streets of Hollywood. Both programs are in the second application phase and once submitted, will be reviewed and approved for funding by committee in the coming months.

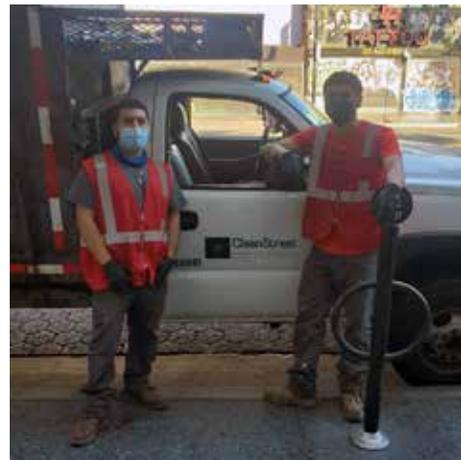
The Sunset Blvd. Palm Lights have officially been installed along thirty of the palm trees on Sunset Blvd., highlighting the world famous boulevard at night. This is the first completed lighting project from The HP's Lighting Master Plan and there are many more to come!

Goal 4

Advocacy & Economic Development

The theme of 2021 is optimism. The Walk of Fame continued to experienced week over week increases in pedestrian activity since the beginning of the year. By March 21, 2021, there was a 149% increase in pedestrian traffic (33,983 vs. 84,564). Much of this growth can be attributed to reduced business operating restrictions on key industry sectors such as tourism and retail.

The HP continued its advocacy of the adoption of the [Hollywood Community Plan Update \(HPCU\)](#) that will guide development in the district for decades. The HP submitted a comment letter and provided testimony at the March 18 City Planning Commission meeting. Our efforts led to compromises on a range of issues that lay the foundation for a predictable regulatory environment and set the stage for continued economic recovery. The HPCU now advances to the Planning and Land Use Management Committee (PLUM) of the LA City Council.



The Special Projects Team is a new addition to The HP's Place Management program. They are tasked with enhanced cleanups and maintenance issues in the District.



After months of permitting delays, the Sunset Palm up-lights were finally installed in February.



Our Hospitality Ambassadors are out and about to make visitors feel safe and welcome in Hollywood, even during the pandemic.



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www.hollywoodpartnership.com

New Outreach Team

The HP's new street outreach team is trained to connect with unhoused individuals living on the streets and refer them to services and assistance. The outreach team has the specialized knowledge, experience, and compassion to help homeless individuals and bring about positive changes in the community.

Courtney Kanagi leads the street outreach team. "The mission is to engage individuals experiencing homelessness, meet them where they are at, and help them reach their full potential," she said. "We provide them resources and options to help guide them towards their intended goals."

One of the challenges of managing a population experiencing homelessness is finding the right resource for each individual. Many of them suffer from mental health and addiction. Also, homeless individuals often have trust issues, and are not ready to leave the street all of a sudden. As Kanagi pointed out, "...rapport building takes time."



EMPLOYEES OF THE MONTH

Hospitality



Toure Sweeney is March's employee of the month. He was chosen as the employee of the month because he has a great big heart, and it shows when he is talking to people on the street and fellow employees.

Clean



Jessie Tavares began as a temporary Star Polisher, but his potential was quickly realized. With his background and desire to become an LAPD officer, Jessie found a liking to the Special Projects work and is currently excelling at it.

Safety



Fransisco Escobar has been with us since the beginning of the February 2019. Fransisco demonstrates a great disposition and ability to communicate well. He is a team-player and treats his peers, community members with much respect.

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