



6562 Hollywood Blvd, Hollywood, CA 90028
(323) 463-6767

THE HP STAFF

Kristopher Larson, AICP - President and CEO, kris@hollywoodbid.org
Davon Barbour - VP of Advocacy & Economic Development, davon@hollywoodbid.org
Ruben Lechuga, EMBA - VP of Urban Place Management, ruben@hollywoodbid.org
Devin Strecker - VP of Communications, devin@hollywoodbid.org
April Clemmer - Communications & Administrative Coordinator, april@hollywoodbid.org
Andrew Rodriguez - Economic Development & Research Specialist, andrew@hollywoodbid.org
Lorin Lappin - Business and Finance Manager, lorin@hollywoodbid.org
Rich Sarian - Place Enhancement Manager, rich@hollywoodbid.org

Hospitality Ambassadors: Kris Zagya, Manager (323) 240-3629
Security: Dispatcher (323) 465-0122
Maintenance: Joaquin Jimenez, CleanStreet
 For maintenance needs, please make a service request on our website:
www.hollywoodpartnership.com

De-escalation Training

Back in March 2021, ten members from our Cleaning, Homeless Outreach, Security and Hospitality management teams received "Train the Trainer" de-escalation training. Since the completion of this course and during this second quarter, these trainers have provided de-escalation training to their staff members. The next step will be to provide this training to other stakeholders in our District as we head into the third quarter of 2021.

A new initiative has launched to assist our homeless outreach workers and clean team partners to address cleaning challenges adjacent to encampments. In these scenarios, our outreach workers confirm that the items are trash and coordinate with our clean team to facilitate removal. This new initiative has been proven to be very successful in both the Homeless Outreach and cleaning efforts within our District. Homeless Outreach have greatly increased their contacts (571) 2020-YTD vs (920) 2021-YTD.

EMPLOYEES OF THE MONTH

Hospitality



James takes that extra effort to make Hollywood better. He personally escorted visitors to various establishments 30 times and provided 425 positive experiences all while walking 125 miles of the district this June.

Clean



Emilia Velasquez is always the leader with the highest volume of tasks completed, she has set the tone and motivated the team. For the month of June she has removed 930 stickers, 574 graffiti instances, & has done 168 cleanups.

Safety



Elver M. is an exemplary employee as demonstrated by his work ethic, professionalism, and willingness to lend a hand. Elver always has a smile on his face and maintains a unique confidence about him that makes others strive to do better.

THE HP BOARD OF DIRECTORS

Drew Planting, Chair - Goldstein Planting Investments
Katie Ullman Zandona, Vice Chair - Ullman Investments
David Green, Treasurer - Nederlander West Coast
Tony Zimbardi, Secretary - AMDA College & Conservatory of the Performing Arts
Bill Humphrey, Immediate Past Chair - Hudson Pacific Properties
Leslie Blumberg - The Fonda Theatre
Vaughn Davis - Dream Hotel
Brian Folb - Paramount Contractors & Developers
David Gajda - Hollywood Media Center
Michael Gargano - Argent Ventures
Chase Gordon - Gordon California Properties
David Gordon - Resident, Condo Owner
Chad Lewis - Klein Financial Corporation
Amy Lemisch - Netflix
Jeffrey Moghavem - Archway Holdings
Michael Nazzal - Yorkwood LLC
Michael Pogorzelski - AMPAS
Joe Rehfeld - Resident, Condo Owner
Frank Stephan - Clarett West Development
Larry Wilkes - Related

EX-OFFICIO

Rana Ghadban - Hollywood Chamber of Commerce
Dan Halden - CD 13 Heart of Hollywood
Colleen Jimenez - Hollywood Roosevelt Hotel
Monica Yamada - Honorary Board Member



Keeping the Pace

Each year The Hollywood Partnership Board is tasked with the decision whether to increase the assessments levied from the property owners in the Business Improvement District (BID). Rate increases are one method for growing the organization's budget to keep up with increasing labor and material costs, inflation, or desires for increases in service levels.

The Board reviews various factors when making this recommendation, including projected assessment revenue due to new developments and Consumer Price Index (CPI) changes. This year, six new projects added 1,243,321 SF of new building space in the district. The Bureau of Labor Statistics has determined that the CPI for the region (Los Angeles-Long Beach-Anaheim) has increased by 3.9% from a year ago.

Taking into consideration these factors and the desire to maintain the current service levels, the Board made the decision to increase the assessment rates at a conservative stance of 1.5% for the 2021/2022 fiscal year. This modest increase would allow the BID to budget for increased costs associated with the clean and safe contracts as well as other priorities outlined in the Management District Plan and the *Hollywood: In Focus* strategic plan.

hollywoodpartnership hollywoodpship

Q2 NEWSLETTER 2021



Pedestrian traffic in the Tourism District Overlay Zone (TDOZ) has returned to over 80% of what it was pre-pandemic, according to our pedestrian counts.

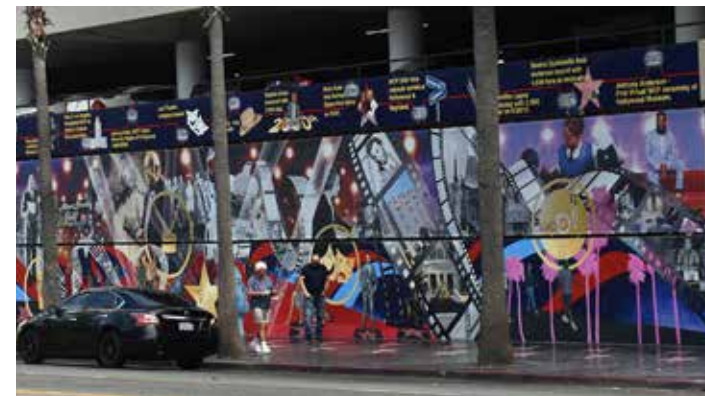
Hollywood's Economic Recovery

Like all of California, Angelenos celebrated the end of the state's *Blueprint for a Safer Economy* tier system and welcomed a full economy re-opening in mid-Q2. Given the prominence of entertainment in Hollywood's economy, there was jubilation upon the lifting of restrictions to allow for indoor entertainment. One of Hollywood's long standing performance venues, The Hollywood Pantages Theatre, announced its fall Broadway lineup and the arrival of the revered *Hamilton* production. In terms of vibrancy, the Walk of Fame continues to enjoy a monthly uptick in pedestrian volumes. In fact, since the beginning of the year, there has been a 172% in pedestrian traffic. This increase is more good news for Hollywood's street-level economy, which was battered by

the pandemic. The HP continues to do its part to help businesses within the district. Through our Outdoor Dining Program, nearly \$10,000 in matching funds were provided to four (4) businesses to assist them with purchasing outdoor furniture and fixtures that expands outdoor dining options. Additionally, The HP's Outdoor Heaters Program provided twenty-five (25) outdoor patio heaters to nine (9) businesses. Lucky for you, we have heaters available for purchase at heavily subsidized rate and while supplies last. If you are interested in securing heaters for your food and beverage business or other small business resources, please contact The HP's Vice President of Advocacy & Economic Development, Davon Barbour at davon@hollywoodbid.org.

Finally, approximately \$2B of private investment continues throughout the district. Fourteen of the seventeen pipeline Hollywood hotels will be in the Hollywood Entertainment District (HED). Twenty-six (26%) of under construction housing units in the HED are affordable, meaning they are set aside for low, very low, or extremely low-income tenants. Stay tuned for new economic highlights with the release of the forthcoming Q2 Market Report in late July, 2021.

The Walk of Fame Timeline Mural was unveiled on June 11, 2021. The project was a collaboration between The HP, the Chamber, Art Share LA and artist Anthroe.



Signs of Recovery Abound!

President's Address



What a difference a few months can make! Between the lifting of restrictions, the start of summer, and the Dodgers starting to make a run in the division, the second

quarter closed with many reasons for optimism. Just last night, I was approached by an international tourist and asked to provide directions to a particular pop icon's star on the Walk of Fame. Pre-pandemic, this innocuous interaction would have been commonplace. Now, it is a symbolic representation that Hollywood is creeping ever closer to being fully back in business.

The past three months have delivered a litany of good news stories and other indications for enthusiasm about the road ahead. Institutional and iconic businesses such as Musso & Frank and Madame Tussauds have reopened, and our beloved theaters and performing arts venues will soon lift their curtains. Meanwhile, new attractions such as the Immersive Van Gogh Exhibit brought by Lighthouse Immersive & Impact Museums will attract tens of thousands of patrons to their space at 6400 Sunset when they open on July 31st.

Encouragingly, pedestrian counts were way up in Q2 2021 vs. Q1. At Hollywood & Highland, our pedestrian counters measured 164% more pedestrians during the months of April – June 2021 than within the three months prior. Similarly, the Old Hollywood area and the Cahuenga corridor also witnessed increases in Q2 vs. Q1, with 54% and 104% increases, respectively. Data through the final week in June shows that vibrancy on the Walk of Fame has returned to levels comparable to the Fall of 2019 (pre-pandemic), and about 62.5% relative to the same week in late-June 2019.

As place management professionals, these signals of positive change are

accompanied by an elevated need to responsibly manage Hollywood's public realm. Though our teams were deemed essential services and thus allowed to continue operating throughout the pandemic, the needs of the district will be heightened as tourism and workers return. Thankfully, many of our capital investments for the year are complete or are well underway, which help provide convenience, comfort and ease to support positive stakeholder experiences. We are also exploring ways to crowdsource maintenance needs through simple point-and-click reporting via personal smart phones, allowing our teams to demonstrate a high rate of responsiveness to stakeholder requests.

The second quarter also wrapped up with two critically important actions being approved by the LA City Council designed to establish more order in the public realm. Given the impact of the homelessness crisis on Hollywood, these actions may not directly house people, but they will help position our sidewalks and public spaces to be places better enjoyed by all Angelenos. On July 1, the City Council approved a motion amending LA Municipal Code 41.18 that deals with "Sitting, Lying, or Sleeping or Storing, Using, Maintaining, or Placing Personal Property in the Public Right-of-Way." The City Council also reauthorized CARE+ comprehensive cleanups which should help intervene with encampments that accumulate trash, waste, and debris, and/or require sanitization to protect public health.

In conclusion, I am proud of the work of our board, staff and committee members throughout this pandemic. Like many of you, there were times to triage and prioritize, survive and adapt. We harnessed the opportunity to get major projects completed while the district went quiet and innovated new ways to keep our stakeholders informed like our successful HWDSAFETY text-based instant notification program. Though we are not entirely out of the woods yet, we can see the clearing through the trees. I hope that you, like me, see the signs of recovery all around us and are thinking about what you can do next to help the Hollywood community rebound and thrive.

News Briefs

TDOZ RESUMES SERVICES The Tourism District Overlay Zone, or TDOZ, has resumed supplemental services effective July 1, 2021. The TDOZ is an overlay district within our BID that is anchored around the tourism-centric Hollywood & Highland area and reaches a couple of blocks east and west of the famed intersection. The supplemental services include a full-time porter and hospitality ambassador deployed to the area 8 hours per day, 7 days per week, plus an additional power-washing service early on Thursday mornings. These elevated services are critical to help meet visitor expectations and to present Hollywood in a way which makes us proud.

SKYTRACKER UPDATE The Hollywood Partnership continues to pursue the repair of the four Sky Tracker lights at Hollywood and Vine. Installed by the CRA in the early 1990s, the lights have not worked for many years. Advances in technology and lighting have made it possible to replace the fixtures inside with new, lower energy lights that are less costly to maintain and replace than the original lights. A potential contractor visited on July 1, 2021, and successfully demonstrated their equipment.

STOREFRONT & RETAIL GROUP Hollywood is open for business! Join The Hollywood Partnership for a discussion about economic conditions, retail trends and resources to assist storefront businesses with economic. This interactive session also provides an opportunity for you to share your ideas and concerns to retain existing businesses and attract new ones to our celebrated community. The event will be held at the HP's office, 6562 Hollywood Blvd., from 10:00 am – 11:00 am on Tuesday, July 27. Attendees can also participate virtually via Zoom. RSVP to april@hollywoodbid.org

HOLLYWOOD4WRD NEW DIRECTOR In advancement of its mission to create systemic change and effectively address homelessness in Hollywood through advocacy, education, and service coordination, the Board of Directors of Hollywood 4WRD selected Brittney Weissman to serve as its first-ever Executive Director. Ms. Weissman has worked at the intersection of advocacy, healthcare, and public policy for 20 years. Ms. Weissman chairs the Los Angeles County Mental Health Commission, a volunteer body appointed by the County Board of Supervisors to advise and make recommendations related to the delivery of quality mental health care.

HOLLYWOOD IN FOCUS

Goal 1

Place Management

Our security team continues to handle various calls for service and perform proactive engagements in a productive manner. The team's overall response time YTD continues to be 5 minutes on average. In comparison to 2020, the overall response time was 7 minutes.

Waste removal from the District has increased. YTD the clean team has removed over 506 tons of trash in 2021 versus 303 tons at the same time last year.

Our Hospitality team's assistance stats continue to rise in Q2-24,721 vs. Q1-17,531 which reflects an increase in pedestrian activity. Our Homeless Outreach team has also greatly increased their contacts.

Goal 3

Stakeholder Engagement

The first in-person engagement event of the year was held on June 21, 2021. Hosted by Eastown Apartments, Music & Mystery was a celebration of Hollywood's rich musical heritage. With live performances and an interactive scavenger hunt, participants enjoyed the outdoor activities. Our next engagement event will be held this fall.

In May, the committee organized the Food & Beverage Engagement Group, which met virtually to discuss challenges faced by our bars and restaurants. Information was presented to assist these businesses with recovering from the pandemic. In June, the Residential Interests Group had its second meeting, and is planning an in-person event soon.

Filming has taken place with Watto Studio for a series of new videos to be released in the coming months.

Goal 2

Place Enhancement

The HP approved lighting projects to be installed at eight separate properties as part of the "Lights Up Hollywood" program. This unique public/private partnership will augment the vibrancy of the district with new lighting that provides for safety, functionality, and character. All lighting projects will be completed by December 31, 2021.

"Set the Scene" is The HP's place enhancement partnership program that celebrates the creativity and imagination of Hollywood through public art. One project selected for this year's program was a mural to be installed on the reverse side of 6800 Hollywood Blvd., on the SW corner of Highland Ave. The artist is Alexandra Nechita and the permit application is currently underway with the City.

Goal 4

Advocacy & Economic Development

The HP partnership has officially launched production of the Q2 Hollywood Market Report, which will be released on Friday, July 30th via The HP website. The comprehensive report provides an overview of economic trends and real estate market conditions. An overview of the final report will be presented via webinar on Wednesday, August 4, 2021. To participate, register at shorturl.at/cgqzY.

The committee has continued to monitor actions related to the Hollywood Community Plan update, as well as ordinances being discussed at City Council regarding the public realm.

Additionally, the Goal 4 team has continued to update property and business owners with programs and funding to assist as we move through the last phase of the pandemic and into economic recovery. In addition to Restaurant & Small Business Funds, the Shuttered Venues Grant Program is now live.



The Place Enhancement Committee has been exploring options to restore the Sky Trackers at Hollywood & Vine, which were installed by the CRA in the late 1990s.



Our clean team not only power washes and polishes the stars on the Walk of Fame, but they also remove graffiti. Over 146 instances of graffiti were removed from the Walk of Fame in June.



Fer Veliz was one of the featured musicians at the Music & Mystery event on June 21. Fer performed in the El Centro Cactus Garden.