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www.hollywoodpartnership.com

Silent Movie Day

On Sep. 29, a seemingly nondescript alley near Cahuenga Boulevard and Cosmos Street received its due - as the spot where Charlie Chaplin, Buster Keaton, and Harold Lloyd all filmed popular silent movies with comic grace.

Having made its appearance in countless films of the era, from Chaplin's *The Kid* to Keaton's *Cops* and Lloyd's *Safety Last!*, the alley itself is now a star. The alley area received a permanent plaque commemorating its location in these comedy classics among many others, appropriately on the first-ever National Silent Movie Day.

The alley's dedication was a fitting component of both the original redevelopment plan, and of the first National Silent Movie Day. The day is designated as an annual celebration of silent movies. Advocating for the preservation and presentation of silent film, its organizers believe silent film is an important and often-overlooked era of film history.

EMPLOYEES OF THE MONTH

Hospitality



Aaron L is the go-to Ambassador for the TDOZ. In September, Aaron collected 190 pounds of trash, cleaned up 15 urination/defecation spots and liquid spills, and removed 45 stickers and 20 small graffiti tags.

Clean



Juana M handles the highest traffic areas of Hollywood Blvd. with efficiency and ease. She is very dependable, always on time, and has a positive attitude! Juana is a leader in stats and a true asset to the HP's clean team.

Safety



Kasia J joined the Outreach Team in June and has been an outstanding addition to the team, enveloping our culture of treating people with kindness, dignity and respect. She has a gift in communicating with those who need assistance.

THE HP BOARD OF DIRECTORS

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Ivar's Scene Change

The Place Enhancement (Goal 2) Committee is making great progress on enhancing the block of Ivar just south of Hollywood Blvd. "Ivar's Scene Change" as the enhancement project has been titled, could not be possible without the help of various Public Works departments. The City of Los Angeles is helping The Hollywood Partnership with this undertaking and ensuring that enhancement elements are done properly to City of LA standards.

This stretch of Ivar is the foyer to the Hollywood Farmers Market and the Hollywood Regional Branch Library and these enhancements will ensure a nicer stroll down such a cozy corridor. The Community Redevelopment Agency (CRA) added enhancements to this stretch of street back in the early 90s and they have not been refreshed since. Of the CRA additions are nine street poles with the existing infrastructure to hang baskets of flora and add color and life to the area.

Additional enhancements will include the removal of derelict news racks, the refurbishment of the historic light poles and fresh coats of paint for all the street poles and lights.



In lieu of a normal business meeting, the Place Enhancement Committee conducted a walking meeting in September to discuss enhancement projects on Ivar Ave.

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Q3 NEWSLETTER 2021

IMPORTANT: Save the date!

Join the Hollywood Partnership for our
25th Annual All Property Owners Meeting
Thursday, November 18, 4:00 p.m.
 Virtual Meeting, details at:

<https://hollywoodpartnership.com/hollywood-bid/bid-meetings-events>



From April to June, foot traffic on Hollywood Boulevard jumped as much as 153%, according to our pedestrian traffic counters as reported in our second quarter market report. (Photo by Howard Wise)

Hotels, Attractions and Restaurants Ready for Return of International Tourists

Despite the lack of international tourism due to the pandemic-related travel restrictions, pedestrian traffic on Hollywood Blvd. increased to nearly 80% of pre-pandemic levels over the late summer months. New attractions, hotels and restaurants were able to open, but all businesses are eagerly awaiting the return of international visitors. U.S. travel restrictions will be lifted Nov. 8 for fully vaccinated international travelers, a policy that will in part require foreign travelers to show proof of vaccination before boarding a flight.

Two new hotels opened in the Hollywood Entertainment District in Q3 including the 220-room Godfrey Hotel, 1400 Cahuenga Blvd., and the 190-room Thompson Hotel, 1541 Wilcox Ave. Both hotels feature restaurants, rooftop bars, and pools.

The long-awaited Icons of Darkness exhibit opened at Hollywood & Highland, showcasing props, costumes and memorabilia from horror, sci-fi and fantasy films. Meanwhile, the Immersive Van Gogh Exhibit opened in the former Amoeba Music site at 6400 Sunset Blvd. and has sold out through its limited run. Impact Museums plans to bring a new exhibition here in 2022.

A new influencer cafe, The Breakfast Club, opened at 1600 Vine. Serving breakfast all day, the establishment bills itself as a place where "vloggers and social media stars come to socialize." Finally, new life has been brought to the historic Vogue Theatre, 6675 Hollywood Blvd., with the Vogue Multicultural Museum. Here, the *Pink Floyd Exhibition: Their Mortal Remains* will be on view through Jan. 9, 2022.

Confidence in Hollywood Remains Strong

Board Chair Message

The Santa Ana winds have arrived, ushering in the fall season. It is bittersweet to announce that our President & CEO of the last two years, **Kristopher Larson**, has moved on for a new assignment in the Lone Star State. We are sorry to see him go. Under his leadership, The HP launched its 2019 strategic plan, *Hollywood in Focus*, which laid the foundation for the development of our research program to address public policy, development, and investment decisions in the Hollywood Entertainment District (HED). On behalf of The HP, its Board of Directors, staff and partners, I want to express a heartfelt thank you to Kris and send best wishes as he embarks on his new journey.



The COVID-19 pandemic, while presenting numerous challenges to the Hollywood community, has also illuminated our resiliency, as our economy roared back over the summer following a year of shutdowns. Walk of Fame star ceremonies and other special events resumed. The long-anticipated musical *Hamilton* opened its nearly six-month run at the Hollywood Pantages Theatre to exuberant fans this August. Hollywood opened its arms wide to cater to the pent-up demand for entertainment – a hunger for normalcy.

On the hospitality side, the tourism sector continued a strong rebound as Americans sought to resume normalcy and take full advantage of summer fun. Notably, Hollywood outperformed competitive tourism markets such as Times Square in New York and Union Square in San Francisco with respect to the recovery of domestic tourism

when compared to pre-pandemic levels. Finally, the long-awaited federal government announcement that the U.S. will ease travel restrictions for international visitors who are vaccinated against COVID-19 in November 2021 from markets such as the United Kingdom and the European Union brings jubilation to Hollywood, a well-established international tourism mecca.

Throughout the year, The HP has reported on our robust residential development pipeline. The market demand for urban living was substantiated in part by newly released 2020 U.S. Census data which revealed that the population of census tracts that correlated with Hollywood's designated regional center grew by 19% since 2010, compared to 3% for the City of Los Angeles as a whole. It's truly a resounding reminder of Hollywood's stature as a desirable urban neighborhood.

Confidence in Hollywood remains strong. An architecturally bold new office project is proposed at the intersection of Sunset Boulevard and Gower Street. Hollywood celebrated the opening of two hotels, The Godfrey and The Thompson. Several residential projects continue to take form or have been completed. The nationally captivating Immersive Van Gogh Exhibition has brought foot traffic to the Sunset and Vine area. New culinary experiences continue to arrive in Hollywood, from the influencer café The Breakfast Club, which opened at 1600 Vine in September, to chef Evan Funke's new venture coming this fall to Wilcox Ave.

We know that there are challenges ahead of us and the HP continues its work on clean, safe and addressing homelessness issues. Progress is being made on all fronts and I am optimistic about our prospects for 2022.

Sincerely,
C. Drew Planting
Board Chair

News Briefs

EXPANDING THE HOLLYWOOD SECURITY NETWORK Ruben Lechuga, VP of Urban Place Management for The HP, is leading a significant overhaul of the CCTV system sponsored by The HP and donated to LAPD. Approved in the 2021 budget amendment package, the expansion includes replacing the cameras at Hollywood / Vine & Hollywood / Highland with new technology that provides viewing angles in all 4 directions of the intersection plus a separate, controllable PTZ camera that allows LAPD the freedom to toggle within a 360-degree viewing radius. Additionally, the improvements would include significant software improvements and an additional 4+1 directional camera at Sunset & Vine. Before implementation, these improvements will require approval by the LA Police Commission and the LA City Council.

UNIFIED WASTE RECEPTACLE NETWORK As a collaboration between our place management & place enhancement teams, The HP finalized the process of painting the old-styled green waste receptacles to reflect the current design direction for this component of our streetscape elements. More than 4 dozen of the older cans have been painted and now proudly brandish the new organizational mark.

HALLOWEEN SEASON IN HOLLYWOOD With the National Retail Federation estimating that an all-time high of \$10.14 billion will be spent on Halloween this year, many retailers in Hollywood are looking to profit from this lucrative holiday season. Pop-up shop Spirit Halloween is now open at the former Dollar Tree, 1200 Vine St., as well as mainstays Hollywood Toys & Costumes, 6600 Hollywood Blvd. and Iguana Vintage Clothing, 6320 Hollywood Blvd. A pop-up pumpkin patch, Mr. Jack-O-Lantern's, took up residence at 6407 Sunset Blvd.

COVID VACCINE PROOF REQUIREMENTS The city of Los Angeles approved a mandate requiring proof of Covid-19 vaccination to enter a wide variety of indoor venues, including restaurants, bars, gyms, theaters, museums and more beginning Nov. 4. It is one of the country's strictest vaccine mandates according to the Associated Press. As of Oct. 1, 69% of L.A. County residents over the age of 12 are fully vaccinated, according to county data. The vaccine requirement rules will stay in effect until the city's Emergency Declaration for COVID-19 is lifted, the ordinance states.

HOLLYWOOD IN FOCUS

Goal 1

Place Management

Since our first quarter report, the staffing deployment numbers for both armed and unarmed security personnel have been a challenge but proud to report that as of the end of Q3, many of the required positions have been filled. Our security team works closely with our Outreach, Hospitality and Cleaning teams to ensure there is a positive stakeholder experience.

The Homeless Outreach has greatly increased their contacts due to the increase in staffing. Year to date, they have made contact with 2,171 individuals, compared to 875 in 2020.

Our new software continued to be proven valuable to the management of the cleaning vendor and client as we completed the third quarter.

Goal 3

Stakeholder Engagement

To celebrate the lifting of many Covid-related restrictions, the committee hosted a neighborhood happy hour at the newly-opened Dudes Brewing Co. on Hollywood Blvd. on July 21.

The Storefront Retail & Services Group met virtually on July 27. The next group, Arts & Culture, will meet October 20 on the rooftop of the new Godfrey Hotel.

In partnership with our media relations team at Zapwater, positive articles about Hollywood's economic recovery were featured in the LA Times, LA Daily News, Commercial Observer, and more. One of our social media videos, highlighting our clean team, went viral with over 1 million views, and over 1,000 new Instagram followers.

In early November, the team at Watto Studio will be back in Hollywood to film a series of new videos for The HP.

Goal 2

Place Enhancement

Lights Up: Hollywood projects are in their final stages. Three projects have been completed and the other four projects are in various stages of construction, but will be complete by this year's end.

Artist Alexandra Nechita is set to begin painting her mural "Set the Stage" on the back of the property at 6800 Hollywood Blvd. This mural is a part of this year's Set the Scene program and will be executed by Arts Bridging the Gap the weekend of October 23, 2021.

The 2021 tree trimming and palm pruning scope of work was completed at the end of September. In total 433 palms were pruned and 123 trees were trimmed! The committee is looking into options to fill vacant tree wells that are no longer allowed to house trees.

Goal 4

Advocacy & Economic Development

Production is underway on The HP's Q3 2021 Hollywood Market Report, which will be released on Oct. 29. A 30-minute virtual online overview presentation will take place on Nov. 3 (see website).

The HP assisted another business through its Outdoor Heaters Program, which has been administered since the beginning of the year. A limited supply of discounted heaters remain in inventory. If you are interested in securing heaters for your food & beverage business, please contact Davon Barbour, Vice President of Advocacy & Economic Development at davon@hollywoodbid.org.

The City of Los Angeles is set to launch two new small business recovery initiatives funded with \$37M from the American Recovery Act. A portion of funds will provide working capital for restaurants and small businesses. The other program will provide rental assistance. To register for the webinar on Oct. 26 at 11am, visit shorturl.at/lou08.



Neighbors gathered at Dudes Brewing Co., 6615 Hollywood Blvd., for a locals Happy Hour hosted by The HP's stakeholder engagement committee on July 21, 2021.



Katie Zandona, Drew Planting, Kris Larson and Dan Halden attend a farewell event for Larson, who left his position as President & CEO of the HP in September. Here, Halden presents Larson with a commendation from Councilmember O'Farrell.



Clean team member Adrian polishes the stars on the Walk of Fame in front of the newly opened Vogue Multicultural Museum.