



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

THE HP STAFF

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
Becky Murdoch - Administrative Coordinator, becky@hollywoodbid.org
Lorin Lappin - Business and Finance Manager, lorin@hollywoodbid.org
Rich Sarian - Place Enhancement Manager, rich@hollywoodbid.org

Hospitality Ambassadors: Steven Salisbury, 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

Goodbye, Davon

In December, Davon Barbour, VP of Advocacy and Economic Development for the Hollywood Partnership, announced his departure. Barbour was hired as the CEO and President of the New Orleans Downtown Development District, the oldest business improvement district in the Country.

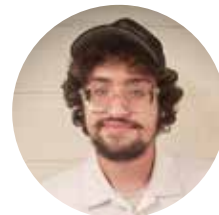
Davon joined the Hollywood Partnership in fall 2020 and helped establish the Advocacy & Economic Development Department, which issues our quarterly Hollywood Market Reports.



Board Chair Drew Planting and outgoing Vice Chair Katie Zandona present a plaque to Davon Barbour at the HP's annual dinner.

EMPLOYEES OF THE MONTH

Hospitality



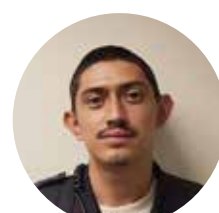
Jacob Kahn's great sense of humor and awesome personality really sets the bar high for all other ambassadors. Jacob recorded 416 interactions, removed over 200 illegal stickers and collected over 600 pieces of scattered litter.

Clean



Hector Arce has worked as a Porter, on Trash Removal duty, and assisted our Special Projects Team. His willingness to learn and flexibility to stay late or come in on his day off to help get the job done is always greatly appreciated.

Safety



Shawn Flores started with us in August. From the get go he was willing to help out in any way. He consistently displays great work ethic and a willingness to be productive. When one of our dispatchers moved on, he took on a new role.

THE HP BOARD OF DIRECTORS

Drew Planting, Chair - Goldstein Planting Investments
Chase Gordon, Vice Chair - Gordon California Properties
Vaughn Davis, Treasurer - Dream Hotel
Tony Zimbardi, Secretary - AMDA College & Conservatory of the Performing Arts
Bill Humphrey, Immediate Past Chair - Hudson Pacific Properties

Leslie Blumberg - The Fonda Theatre
Brian Folb - Paramount Contractors & Developers
David Gajda - Hollywood Media Center
Michael Gargano - Argent Ventures
David Gordon - Resident, Condo Owner
David Green - Nederlander West Coast
Lilian Hanna - Roberston Properties Group
Chad Lewis - Klein Financial Corporation
Amy Lemisch - Netflix
Jeffrey Moghavem - Archway Holdings
Michael Nazzal - Yorkwood LLC
Jenifer Paquette - Kilroy Realty Corp.
Michael Pogorzelski - AMPAS
Joe Rehfeld - Resident, Condo Owner
Frank Stephan - Clarett West Development
Nash Tennant - Stockdale Capital Partners
Larry Wilkes - Related
Katie Ullman Zandona - Ullman Investments

EX-OFFICIO

Leron Gubler - Hollywood Chamber of Commerce
Dan Halden - CD 13 Heart of Hollywood
Monica Yamada - Honorary Board Member



25th Annual Meeting

On November 18, the HP hosted its 25th annual All Property Owners Meeting. Once again hosted virtually, the meeting nonetheless celebrated the organization's accomplishments not only over the past year, but the past quarter century.

The meeting was administered by board chair Drew Planting and featured guest speakers Councilmember Mitch O'Farrell and LAPD Hollywood Capt. Brent McGuyre.



"Throughout all the challenges, it has been our teams out on the streets - our safety, cleaning, and hospitality ambassadors - who have risen to the occasion and kept our neighborhood moving forward," Planting said. "I take pride in what we have accomplished this year. From our quarterly market reports, our "Set the Scene" and "Lights Up: Hollywood" place enhancing programs and our engagement events, we have pulled the community together and given property and business owners the tools they need to adapt to the new normal."

The meeting also included a 2021 Year in review video produced by the HP that explored how businesses were able to survive the ongoing pandemic, how the organization responded to feedback from our annual stakeholder survey, and thanking our key partners - LAPD, the Hollywood Chamber and Council District 13.

hollywoodpartnership hollywoodpship

Q4 NEWSLETTER 2021



Artist Alexandra Nechita's mural, "Set The Stage," was completed at Hollywood & Highland as part of The HP's Set the Scene public art program. Councilmember Mitch O'Farrell stopped by to assist in the painting process, alongside Georgia Van Cuylenburg from Arts Bridging the Gap.

New Mural Beautifies Iconic Intersection

A colorful mural was recently put up on the back of the building on the southwest corner of Hollywood & Highland. Because of its location at this famous intersection, the mural will be seen by people from all over the world. There were many stakeholders involved in creating the mural on the historic, two-story building.

Property owner and HP board member **Michael Nazzal** found a concept that appealed to him when **Alexandra Nechita**, an artist with whom he has a professional relationship, proposed her *Set The Stage* mural. Nechita has over 30 years of experience as an artist. Her work is displayed in iconic locations such as the Vatican Collection in Rome and The Rock and Roll Hall of Fame.

HP Requests Additional 41.18 Locations

In July of 2021, LA Mayor Eric Garcetti approved resuming enforcement of LAMC 41.18, which bans "sitting, lying down and sleeping on sidewalks." It would also prohibit tents from blocking sidewalks.

Currently, the ordinance allows for enforcement in certain zones. Council District 13 created a list of 18 zones for enforcement, which were approved by City Council on November 12, 2021.

Arts Bridging the Gap (ABG)—in tandem with the Hollywood Partnership—organized the mural project. Nazzal reached out to ABG after seeing other art projects around Hollywood that had been sponsored by the non-profit social justice organization. ABG connects youth from under-resourced communities to art programs.

It took eight months for the project to go from the planning stage to production. Nazzal is proud of the collaborative process that took place to make the mural happen. "It has brought an interesting work of art to the building," he said. "It brings a smile to my face when people stop and look at it and judge it."

However, out of these 18 zones, none are located within the boundaries of the Hollywood Entertainment District. As a result, the HP offered recommendations of additional locations, within the District, for the council office to consider adding. The areas fall under "sensitive areas," "designated facilities" and "Health/Safety Zones." Staff continues to work with CD-13 to improve the safety and cleanliness of our sidewalks.

Hollywood's Hospitality Weathers the Storm

Board Chair Message

While 2021 has most certainly been a challenging year for everyone, and businesses have been hit especially hard by the ongoing pandemic, Hollywood has fared better than many places. Due in part to our lure as a destination, our hospitality sector made a tremendous recovery, with foot traffic during the summer months nearly reaching pre-pandemic levels. In November, we were finally able to welcome back international travelers to Hollywood.



As we are winding down to the end of the year, the new Omicron variant has raised concerns about holiday travel and just what the future holds, but we are choosing to remain optimistic about a prosperous and safe new year. In fact, this near year holds enormous promise for the Hollywood Partnership, as we announce our new President & CEO, **Kathleen Rawson**. For the past 25 years, Rawson has served as the CEO of Downtown Santa Monica, Inc., a private nonprofit company contracted with the City of Santa Monica to manage programs to enhance the vitality of the District. Downtown Santa Monica, Inc., with an annual budget of nearly \$8 million, is the largest property based assessment district, by budget, in the State of California.

Rawson also serves as chair of the International Downtown Association (IDA), the essential membership organization for professional place management leaders worldwide. With Rawson's experience and leadership, we know the Hollywood Partnership will be firing on all cylinders in the new year.

We celebrated our organization's 25th year with our annual All Property

Owners Meeting this November. Both our Councilmember, **Mitch O'Farrell**, and our LAPD Hollywood Captain **Brent McGuyre** joined us to mark the occasion and look forward to the next chapter for the HP. We also produced a "Year in Review" video, where our outgoing Vice Chair, **Katie Ullman Zandona**, took stock of our progress in 2021. If you weren't able to attend the meeting, please do watch the video on our YouTube channel. While we had to hold this milestone event virtually, we are hopeful for a return to in-person meetings in 2022.

As mentioned, our hospitality sector made remarkable progress this year, with the addition of several high-profile hotels, attractions, and restaurants. Impact Museums' wildly successful Immersive Van Gogh Exhibit has reinvigorated the area around Sunset and Vine. At Hollywood & Highland, the Icons of Darkness exhibit draws fans of science fiction, fantasy and horror films.

In December, we saw the opening of the Tommie Hollywood, the Relevant's Group's third newly constructed hotel to open in our District, as well as Grandmaster Recorders, a bold new restaurant constructed inside one of our historic recording studios located in our burgeoning Hollywood Vinyl District. And in early 2022, Magari will open at Columbia Square, bringing Japanese-Italian from a James Beard-winning chef to the beautiful space formerly occupied by Paley. Superba, Ka'Teen, ALK, Mes Amis, and Mother Wolf are all either open or coming soon, greatly enhancing our local culinary scene.

In these turbulent days, we at the Hollywood Partnership strive to look at the big picture and ensure that Hollywood's success will continue despite any setbacks or obstacles thrown our way. We encourage you to get involved, stay in touch, and help us create a Hollywood where experiences exceed expectations!

Sincerely,
C. Drew Planting
Board Chair

News Briefs

NEW YEAR BRINGS A NEW BEGINNING
Just before the holidays, The HP announced the appointment of Kathleen Rawson as its new President & CEO, effective February 21, 2022. Rawson brings more than 25 years of leadership experience in both hospitality and destination management in the greater Los Angeles area. "I am thrilled to join the team at the Hollywood Partnership," said Kathleen Rawson. "I am inspired by the work the organization is doing to preserve one of the world's most iconic districts and to serve its diverse community. It is a privilege to step into this new role and I look forward to working with the HP's Board, staff and partners to further enhance the district for its property owners, businesses, residents and visitors."

HOLLYWOOD HOMELESS COUNT Once again, LAHSA is organizing the Greater Los Angeles Homeless Count. The annual Homeless Count is an essential component in getting vital information that helps us provide an accurate picture of the state of homelessness in Los Angeles and deliver services where they are most needed. Hollywood's count will take place on January 27, 2022 starting at 8pm. To register as a volunteer, visit theycountwillyou.org.

SUNSET + WILCOX DEVELOPMENT
At the October HP Board Meeting, representatives from Shorenstein Properties and MP Los Angeles presented their plans for Sunset + Wilcox. The proposed 15-story, 443,418-square-foot building will transform the nearly 2-acre property into a truly exceptional creative mixed-use office experience. Sunset + Wilcox is designed to satisfy the greater Hollywood community's growing demand for new office space that's sustainable, creative and flexible. The property is geared toward the entertainment industry and will include new restaurants and neighborhood-serving retailers.

HOLLYWOOD OUTDOOR HEATERS The HP is once again offering discounted patio heaters to qualifying businesses in the District through our Outdoor Heaters Support Program. The heaters are offered in order to provide a comfortable dining experience for patrons and are available for a 25% contribution (\$45) each, with a limit of 3 per business in the calendar year. The program has been extended in 2022 on a first-come, first-served basis. To apply for the program, please download the form from our website. For questions, contact Lorin Lappin, Business & Finance manager, lorin@hollywoodbid.org.

HOLLYWOOD IN FOCUS

Goal 1

Place Management

Our security team continues to work closely with our outreach, hospitality and cleaning teams to ensure there is a positive stakeholder experience. The team's overall response time YTD continues to be 5 minutes on average vs. 7 minutes in 2020.

The addition of the new Special Project Team and assigned large truck has been a strong addition to the cleaning team. This team starts at 5am in order to tackle some of the larger cleaning tasks such as debris clean ups mostly related to existing or abandoned encampments. This has contributed to an overall increase in trash tons removed from the district.

Overall numbers for the year will be included in our forthcoming Q4/Annual Hollywood Market Report.

Goal 3

Stakeholder Engagement

The Stakeholder Engagement Committee hosted two events in the fourth quarter. The "Influencer for a Day" Scavenger Hunt took place on October 13, hosted at The Breakfast Club. Thanks to Starline Tours, 1600 Vine, and The Hollywood Building for offering locations for the hunt, and to The Godfrey Hotel for our grand prize! In December, the Thompson Hotel hosted Jollywood, a holiday happy hour.

In November, we partnered with the Hollywood Chamber of Commerce's Tourism Committee for a joint meeting where April Clemmer presented on our Quarterly Market Reports. The reports contain data related to travel and tourism, along with other sectors.

Our videography team, Watto Studios, filmed six more videos this quarter, which are being posted on our YouTube channel - make sure to subscribe!

Goal 2

Place Enhancement

The *Lights Up: Hollywood* program finished its first year funding lighting projects of building facades in the district and it was quite a success! Seven projects in total were completed and the HP matched the funds spent for each. We are confident that 2022 is sure to bring an even more successful round of the program!

The *Set the Scene* support program was also a success this year and saw the implementation of artist Alexandra Nechita's "Set the Stage" mural on the back of the property at 6800 Hollywood Blvd. (See story on pg. 1)

For the fifth consecutive year, the HP ensured that holiday decorations lined Hollywood Blvd. This effort was a joint project with the Hollywood Chamber of Commerce and is a wonderful tradition!

Goal 4

Advocacy & Economic Development

The Q3 2021 Hollywood Market Report, was released on Oct. 29. Production is now underway on the Q4/2021 Annual Report, to be released in January, 2022.

Committee Chair **Michael Gargano** was a featured panelist on the Market Outlook/Future of Hollywood session at the Hollywood Chamber's Economic Development Summit on October 26. The HP was a silver sponsor of this year's virtual event.

At its November meeting, the committee received a presentation on Smart City Labs, an initiative to connect all of Hollywood with affordable high speed fiber and wireless service.

In December, the committee partnered with Goal 3 to produce a short video, "Shop Hollywood," and a social media campaign designed to encourage residents to support local shops, restaurants and venues. The video can be found on the HP's YouTube channel.



In October, workers installed new lighting on the Sound Factory through the HP's Lights Up Hollywood support program.



The Street Outreach team made contact with over 4,000 individuals experiencing homelessness in 2021. This is up from 1,016 contacts in 2020. We have listened to our stakeholders who have expressed in our previous surveys that homelessness was their #1 concern for our District. As a result starting in 2021, our Outreach team doubled in size and work 7 days per week.



Attendees of the Jollywood Holiday Happy Hour included Jarod Millsap, Red Line Tours; April Clemmer, the HP; Dylan Tucker, Television Academy; and Rich Sarian, the HP.