

Hollywood Entertainment District Business Improvement District

2020 1st Quarterly Report

April 23, 2020

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

RE: Hollywood Entertainment District Business Improvement District - First Quarter Report

On behalf of the Board, I would like to present the first quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD ENTERTAINMENT for the Hollywood Entertainment District Business Improvement District.

First Quarter Activities

Clean, Safe & Beautification Programs

- In response to the public health pandemic and “Safer at Home” Emergency Order, the safe and clean teams expanded their focus to include wiping down and sterilizing frequently touched hardware in the public realm such as crosswalk signals, trash cans, and door handles. The teams are checking in with those essential businesses that remain open.
- The BID is continuing to track the number of encampments post-opening of the Bridge Housing Shelter in both the BID and Special Enforcement Zone in order to show measurable results which coincides with the operation of the shelter in the BID boundaries.
- The BID Security staff continues to conduct regular counts of the types and number of obstructions in the public right of way since the rollout of the Bureau of Street Services (BSS) Hollywood Walkability Program. Due to the pandemic, there have virtually been no visible obstructions ending March 31, 2020. The last comparable count prior to the pandemic was March 12, 2020. There was an 82% reduction within the TDOZ and 84% reduction throughout the greater BID area.
- The first meeting of the Homeless Services Coordination Sub-Committee was held on February 4th. The Committee discussed how the BID could help foster partnerships between homeless providers.
- A sub-committee was created from the Place Management Committee assigned to review the various proposals related to the Hospitality Program vendor selection. Six (6) committee members volunteered.
- Four (4) proposals were received for the Hospitality Ambassador Program. Three (3) potential vendors were interviewed by the sub-committee and staff. The sub-committee recommended Block by Block as the preferred vendor to the HPOA Board at the February Place Management Committee meeting.
- At the February 20th Board meeting, the HPOA Board approved the recommendation of Mydatt Services, Inc. dba Block by Block, as the vendor for the Hospitality Ambassador Program and authorized the President & CEO to negotiate and execute a contract consistent with budgetary parameters and not-to-exceed a three-year term.
- The Uniform Design RFP was released and one (1) proposal was received. Designer Natalie Yaru presented options for the uniforms for the Clean, Safe, and Hospitality teams at the March 12th Place Management Committee meeting.
- Staff researched the current state of the radio communications infrastructure for the district. It was recommended to the Place Management Committee to move to a two-repeater system to strengthen the radio signal in various areas across the BID. Competitive bids were received and presented to the Committee by staff. An additional 10 radios were added to the original number requested.
- At the Place Management Committee meeting on March 12th, the committee approved an expenditure of \$62,893.33 for new radios / replacement repeaters to support the three ambassador programs. This was the low bid received, which was also the recommended vendor (Compline).
- Robert Benjamin was hired as the Operations Manager and will help oversee the clean, safe and hospitality

ambassador programs and ensure that services provided meet or exceed contracted scopes of services. His start date was March 16th.

- The Hospitality Ambassador Program Start-Up continued during the remainder of the first quarter. The quote for A/E for the space build-out to house the hospitality program was received and approved. The design and permitting will continue to move forward. Staff interviewed Block by Block's recommended candidate on March 16th, an 18-year industry veteran.
- Due to the pandemic and complications of hiring, on-boarding, and training, it was recommended to delay the planned launch of the Hospitality Program by two (2) months to July 1st. This timeline will be reassessed as the pandemic conditions continue.
- The following statistics represent the activities of the HPOA's security vendor, AGS:

AGS

Category Q1 Year to Date

Arrests 17 17

Radio Calls 1,592 1,592

Business Contacts 26,878 26,878

Citizen Contacts 2,963 2,963

LAPD Assistance 44 44

Homeless Referrals 273 273

- The contract with Lighting Design Alliance (LDA) continued during this quarter. LDA will be recommending improvements from existing conditions plus three (3) special focus areas which include area renderings following proposed lighting improvements and will also include conceptual lighting design, renderings, and budget options for three historic facades in the BID.
- The tree trimming investment was completed at the end of January. Over 300 trees were trimmed throughout the district. The Place Enhancement Committee prioritized trees that presented a threat to public safety and will look at a second scope of work for 2020.
- The pilot placemaking grant program "Set the Scene" was launched in March. The goal is to identify and provide funding to any state-recognized and/or locally designated public, private, or non-profit entity and their applicable project within the boundaries of the BID. This creates opportunity for more partnerships within the community. The Place Enhancement Committee will determine an evaluation process and criteria for selecting projects to receive funding. \$20,000 was allocated from the Place Enhancement budget for this program and partnership awards will range from \$1,000 to \$10,000.
- A draft of the Wayfinding System MOU was reviewed by the Placemaking Committee. Staff met with LADOT and the office of City Councilmember O'Farrell to discuss and approve draft of the MOU.
- 20 additional waste receptacles were installed throughout the BID at the end of March. Staff worked in coordination with the maintenance vendor to determine the areas which were most in need of additional receptacles to the inventory.
- The following statistics represent the activities of the HPOA's cleaning and maintenance vendor, Clean Street.:

CleanStreet

Category Q1 Year to Date

Graffiti Removal 1,604 1,604

Sticker Removal 3,048 3,048

Bulky Items 268 268

Haz Mat 488 488

Trash (Sweeper) 76.75 (Tons) 76.75 (Tons)

Trash (Cans) 77.14 (Tons) 77.14 (Tons)

Operations, Communication, City Fees & Delinquent Assessments

- In response to the public health pandemic and "Safer at Home" Emergency Order, staff advanced a number of initiatives to assist. The BID shifted the social media focus to the response to the crisis plus updates of hyper-local

concern. Staff is conducting a census of still-operating customer-serving businesses in the district to provide an aggregate list that is accessible to the community via the webpage and promoted on social platforms.

- The business directory was compiled and is being continuously updated to help connect residents with essential businesses that are open and those business operating in an online capacity during the pandemic.
- Eleven proposals were received in response to the RFP for the organizational rebrand. Staff reviewed and rated all proposals and presented the top three (3) to the Stakeholder Engagement Committee in January. The Committee chose Streetsense as the preferred vendor and authorized staff to negotiate a contract.
- At the February Stakeholder Engagement Committee meeting, Streetsense led the committee through an exercise on which elements to keep in the existing brand. Feedback was given on brand positioning, experience, character and tone of voice.
- On March 13th, five (5) Board and committee members participated in a video conference with staff and Streetsense to review the naming recommendations which emerged from the organizational branding initiative. An online survey was also conducted for Board members who were unable to attend the video conference.
- “The Hollywood Partnership” was the new, consolidated name for the organization supported by all respondents and participants. There is a brand launch included within the scope for the design team that will help manage the messaging with the community to build awareness of the new organizational brand identity.
- The RFQ for videographer services was released and 9 firms/individuals responded. Staff assessed each response and ranked each submission's video content and proposal. After determining the top four finalists, staff interviewed these finalists and put forth a recommendation to the Committee to hire Watto Studio. The Committee accepted this recommendation.
- Five (5) firms responded to the media relations RFP. However, due to the COVID-19 pandemic, this initiative was placed on hold.
- HPOA staff member April Clemmer attended the Social Media Marketing World conference March 1 - 3 as a part of developing a stronger voice and strategy for the organization's social media accounts.
- The HED communications survey is currently in process and will look at the effectiveness of the various types of communications from the BID.
- A RFP for Web Design was released on March 15, 2020 and responses are due on May 8, 2020. The selected vendor will work with HPOA to create a new website to reflect the organization's new brand, name and mission.
- The Value of Hollywood study, a partnership with the International Downtown Association, was completed during this quarter.
- Staff lead a development tour on February 27th with four (4) members of the media and included a tour of five (5) new developments around the district. The purpose of the tour was to introduce the new research capacity such that the media will look to the BID as a trusted resource for information about what's happening within the district. At each location, HPOA staff provided context about the aggregate amount of each property type being developed within the district, while the property owner / manager was onsite to provide a guided tour.
- Research continued for the first economic quarterly report. In order to optimize process efficiencies and design continuity, the branding contract with Streetsense will be amended to include Quarterly report designs within existing budgetary limits.
- The BID is exploring a partnership with the Hollywood Chamber of Commerce to develop / host a temporary virtual business resource center to help small business navigate the various loan/grant/relief programs becoming available. Both entities are already compiling and consolidating various resources which are changing daily.
- The Management MOU between the HPOA Board and CHC Dissolution Board was approved by the HPOA Board. As a strategy to reduce the overhead expenses by removing the management contract from HPOA, better align the CHC CAPX investment strategy with the HPOA's Strategic Plan, and provide a greater number of former CHC members to vote on proposed expenditures, this MOU intends to shift CAPX decision making from the committee to the HPOA

Board.

- The Executive Committee was appointed to serve as a subcommittee that will establish the parameters of the 501c3 entity. The committee will oversee the creation of the bylaws and IRS filing for the 501c3.
- The BID sponsored a table at the State of Hollywood Address on January 30th. Larson gave a preview of the Value of Hollywood Report as a means of introducing the BID's research ambitions and emergent capacity.

Alley Overlay Program

- Monthly alley services were completed during this quarter.

Tourism Overlay Program

- The Tourism District Overlay Zone (TDOZ) Committee conducted monthly meetings in January and February.
- Enhanced security patrol continued in the TDOZ in conjunction with the patrol times of the BSS team for the Walkability Program. Enhanced maintenance services were discontinued as the Committee discussed it was not needed at this time.
- The Committee approved a 2-year budget at their meeting in February. Expenditure priorities include: Minor streetscape repairs, additional power-washing services, the installation of special infrastructure to support street closures, additional clean / safe / hospitality ambassadors, and additional trash receptacles.
- Seven (7) additional waste receptacles were installed throughout the TDOZ at the end of March. Staff worked in coordination with the maintenance vendor to determine the areas which were most in need of additional receptacles to the inventory.

Please contact me at (323) 463-6767 if you have any questions.

Sincerely,

Kristopher Larson, President & CEO

Kristopher Larson

HOLLYWOOD ENTERTAINMENT

First Quarter Financials

Budget Category	Annual Budget	1st Quarter Amount Spent	YTD Amount Spent	Projected Remaining Balance
Clean, Safe & Beautification Programs	6439514.27	\$1,345,743.00	\$1,345,743.00	\$5,093,771.27
Operations, Communication, City Fees & Delinquent Assessments	1456094.28	\$275,124.00	\$275,124.00	\$1,180,970.28
Alley Overlay Program	90383.68	\$22,962.00	\$22,962.00	\$67,421.68
Tourism Overlay Program	387836	\$22,163.00	\$22,163.00	\$365,673.00
Total	\$8,373,828.23	\$1,665,992.00	\$1,665,992.00	\$6,707,836.23