Hollywood budget notes: Total annual assessment = $3,764,444. This chart does not include alley assessment ($137,000) which is not incorporated in percentage breakdown due to delivery of service to a targeted group of parcels.
TWO DISTRICTS

The Sunset & Vine District

Central Hollywood Coalition
Board of Directors

Carol Massie - President
McDonald’s

Fabio Conti - Vice President
Fabiolis Cucina

Arthur Stroymann - Secretary
Kilroy Realty Corporation

Kitty Gordillo - Treasurer
Hollywood/Wilshire YMCA

David Calabrese - CIM Group
Charles Eberly - The Eberly Company
Brian Folb - Paramount Contractors & Developers
Chase Gordon - Avison Young
Bill Humphrey - Sunset Gower Studios
Melissa Logan - Amoeba Music
Elizabeth McDonald - Los Angeles Film School
Michael Nourmand - Nourmand & Associates
Michael Pogorzelski - AMPAS
Fred Rosenthal - Ametron
Joyce Williams-Maxwell - Emerson College

Sunset budget notes: Total annual assessment levied = $1,624,465.

Sunset & Vine District
2015

CHC board and staff, left to right: Joyce Williams-Maxwell, Charles Eberly, Carol Massie, Bill Humphrey, Kerry Morrison, Joseph Mariani Jr., Brian Folb, Elizabeth McDonald, Fred Rosenthal, Michael Nourmand, Fabio Conti, Melissa Logan, Matthew Severson, Chase Gordon, David Calabrese, Kitty Gordillo and Devin Strecker. Not pictured: Michael Pogorzelski.
As a part of the Streetscape & Planning Committee’s ongoing dedication to maintaining a clean and attractive Hollywood, stakeholders contributed nearly eight hours of their time walking both districts. The walk-thrus, in late April 2015, served to identify both immediate maintenance fixes as well as opportunities for long-term special projects. This set forth the committee’s work program for the remainder of the year.

The following projects are already in progress or in the planning stage as a result of the committee’s walk-thru:

**Maintenance Projects**
- Installing/replacing trash can plaques
- Consistent trash receptacles
- Tree replacements
- Installing decomposed granite in empty tree wells
- Adjusting/removing tree stakes
- Light pole refurbishment

**Beautification Projects**
- Gateway landscaping
- Consistent tree wells
- Tree well guards
- Landscaping planters
- Public art

**Cleaning & Maintenance Center**
CleanStreet
Gus Vargas - Supervisor
310-386-4767
On February 1, 2015, the Hollywood Property Owners Alliance held a mobility summit at the Montalbán Theatre to open a dialogue about the way we use streets in Hollywood. Nearly 100 stakeholders attended to be a part of the discussion and were encouraged by staff to arrive by alternate methods of travel in order to experience Hollywood differently. Many community members arrived by foot, Metro, and bike. Even Councilmember Mitch O’Farrell accepted our challenge and arrived by carpool to kick-off the event.

Attendees heard insights from LADOT General Manager Seleta Reynolds, Li Wen of Gensler, the Musician Institute’s Beth Marlis, LADOT’s Tim Fremaux, Deborah Murphy of LA Walks, and a presentation by Coro Southern California’s 57th Class of Fellows in Public Affairs.

### Landscaping (January through June, 2015)
- Trees Planted: 35
- Trees Watered:
  - 16 Canary Island Date Palms – 1 time every 2 weeks
  - 39 Jacarandas – 1 time per week
  - 65 Magnolias – 1 time per week
  - 11 Ginkgos – 1 time per week
- Tree Wells Maintained (installing decomposed granite & removing weeds): 300+
- Medians Maintained (removing weeds & watering):
  - Triangular and center-island medians at Hollywood and La Brea

### Graffiti Removal (January through June, 2015)
- Gang Tags: 314
- Non-Gang Tags: 355
- Total Tags Removed: 669

<table>
<thead>
<tr>
<th>Service</th>
<th>Hollywood Entertainment District</th>
<th>Sunset &amp; Vine District</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zones</strong></td>
<td>Zone 1: Hollywood (La Brea to Gower), Cahuenga, Highland, and Vine</td>
<td>Zone 1: Sunset, Vine</td>
</tr>
<tr>
<td></td>
<td>Zone 2: Hollywood (Gower to 101), Argyle, Ivar, Wilcox, Yucca</td>
<td>Zone 2: Cahuenga, Wilco (north of Sunset)</td>
</tr>
<tr>
<td></td>
<td>Zone 3: All other side streets</td>
<td>Zone 3: All other side streets</td>
</tr>
<tr>
<td><strong>Street &amp; Gutter Sweeping</strong></td>
<td>All zones: 7 days per week</td>
<td>All zones: 7 days per week</td>
</tr>
<tr>
<td><strong>Sidewalk Pressure Washing</strong></td>
<td>Zone 1: 2 times per week</td>
<td>Zone 1: 1 time per month</td>
</tr>
<tr>
<td></td>
<td>Zone 2: 2 times per month</td>
<td>Zone 2: 9 times per year</td>
</tr>
<tr>
<td></td>
<td>Zone 3: 1 time per month</td>
<td>Zone 3: 1 time every other month</td>
</tr>
<tr>
<td><strong>Trash Removal</strong></td>
<td>200 receptacles</td>
<td>40 receptacles</td>
</tr>
<tr>
<td><strong>Waste Removal</strong></td>
<td>7 three cubic yard dumpsters emptied 6 days per week</td>
<td>3 three cubic yard dumpsters emptied 3 days per week</td>
</tr>
<tr>
<td><strong>Graffiti Abatement</strong></td>
<td>Removed within 24 hours</td>
<td>Removed within 72 hours</td>
</tr>
<tr>
<td><strong>Sidewalk Sweeping</strong></td>
<td>All zones: 7 days per week</td>
<td>All zones: 7 days per week</td>
</tr>
<tr>
<td><strong>Star Polishing</strong></td>
<td>2,256 brass medallions polished in rotation</td>
<td>300 brass medallions polished in rotation</td>
</tr>
<tr>
<td><strong>Alley Maintenance</strong></td>
<td>11,000 linear feet twice per month</td>
<td>No alley maintenance</td>
</tr>
<tr>
<td><strong>Maintenance Budget</strong></td>
<td>$1,02M</td>
<td>$369,576</td>
</tr>
</tbody>
</table>
BID Security
Andrews International
Office Phone: (323) 465-0122
Director: Steve Seyler
Assistant Director: Joe Salazar
Patrol Hours:
Monday - Saturday 6:00 a.m. to 8:00 p.m.
Sunday 10:00 a.m. to 6:00 p.m.

Keeping the
NEIGHBORHOOD
SAFE

Under the auspices of the joint BID Security Committee, the staff and Andrews International work collaboratively with city partners, the LAPD, Los Angeles Sheriff’s Department, the City Attorney Neighborhood Prosecutor and other community stakeholders to problem-solve. Here are some of the project from the past year:

- Worked with Council Office to promote enforcement of tour bus operators and illegal bus parking in Hollywood
- Voiced support for diversion of mentally ill offenders from expensive jail system into community based treatment programs
- Completed upgrade of the video surveillance system originally installed in 2004, for use by LAPD Hollywood Division
- Created a public information campaign to discourage panhandling, educate about street characters and CD vendors
- Created www.hollywoodsafesidewalks.com to provide alternatives to giving money directly to panhandlers
- Participated in public hearings to express concern about city’s proposal to allow sidewalk vending throughout Los Angeles
- Retained services of an Americorps worker to assist with homeless outreach within the two BIDs
- Organized, with the Hollywood Chamber, an after-midnite walk of Hollywood Boulevard in March to assess night-time security issues

Security Committee
Hollywood Entertainment District
• John Tronson, Avison Young, HED Chair
• Carol Massie, McDonalds
• Derrick Malec, sbe
• Chad Lewis, Klein Financial
• Frank Babich, My Friend’s Place
• Monica Yamada, CIM Group
Sunset & Vine District
• Fred Rosenthal, Ametron, SVBID Chair
• Fabio Conti, Fabiolus Cucina
• Elizabeth McDonald, The Los Angeles Film School
• Anthony Bell, Space15Twenty
Advisory Members
• LAPD Hollywood
• Office of the Neighborhood Prosecutor
• LA County Sheriff Metro Patrol
• Council District 13
• Andrews International
Security Statistics
Hollywood Entertainment District
July 5, 2015 Report

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2015 to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrests</td>
<td>742</td>
<td>226</td>
</tr>
<tr>
<td>Radio Calls</td>
<td>3,077</td>
<td>1,731</td>
</tr>
<tr>
<td>Business Contacts</td>
<td>23,935</td>
<td>11,219</td>
</tr>
<tr>
<td>Citizen Contacts</td>
<td>15,463</td>
<td>7,172</td>
</tr>
<tr>
<td>LAPD Assistance</td>
<td>143</td>
<td>82</td>
</tr>
<tr>
<td>Homeless Referrals</td>
<td>1,135</td>
<td>708</td>
</tr>
</tbody>
</table>

Sunset & Vine District
July 5, 2015 Report

<table>
<thead>
<tr>
<th>Category</th>
<th>2014</th>
<th>2015 to Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrests</td>
<td>315</td>
<td>122</td>
</tr>
<tr>
<td>Radio Calls</td>
<td>1,788</td>
<td>1,271</td>
</tr>
<tr>
<td>Business Contacts</td>
<td>7,892</td>
<td>3,480</td>
</tr>
<tr>
<td>Citizen Contacts</td>
<td>7,560</td>
<td>5,114</td>
</tr>
<tr>
<td>LAPD Assistance</td>
<td>94</td>
<td>54</td>
</tr>
<tr>
<td>Homeless Referrals</td>
<td>697</td>
<td>817</td>
</tr>
</tbody>
</table>

Clockwise from top left: BID Officers Ayala and Parra change a flat tire on a rental vehicle driven by a tourist from Germany; Public Safety Officer Maki spends time with a recently housed Hollywood resident; Officer Ayala makes arrangements to transport an individual back to the Hollywood Community Hospital; Officer Trujillo and LAPD Officer Eubank poses with young fans visiting the Hollywood area after providing a bandage.
Beginning in 2014, HEDLine News, which was the newsletter of the Hollywood Entertainment District, and The Grapevine (the newsletter of the Sunset & Vine District) combined to become the Only in Hollywood newsletter, which is printed quarterly and distributed to property owners in both BIDs.

For nearly two decades and several BID renewals, the Hollywood Property Owners Alliance (HPOA) has been working hard to invest in our Hollywood community. Two years ago, the board of directors elected to make it a priority to “change the conversation” about Hollywood. We made a conscious effort to celebrate the bright spots, highlight the data on our transformation, and shine a light on the impressive level of investment happening here. In January, we distributed our Hollywood Infographics to our property owners after they were featured on Curbed LA. They are available on onlyinhollywood.org.
Those of us who work in downtown Hollywood know that this is a vibrant, exciting place that is constantly reinventing itself. Hollywood is known the world over, so when something happens here, it often makes global news. Back in 2013, in an effort to “change the conversation” about Hollywood and highlight the positive news, HPOA hired a public relations firm, Haines & Co. Since then, we have launched a new website and blog which has been extremely popular, established brand guidelines which have lead to a consistent look and feel across our social media platforms and communications, and established the BID as the premiere source of information for media inquiries about Hollywood.

Participating in and organizing events
- Hollywood Chamber of Commerce Expo
- Mid-BID Mixer at LACE
- Sunset & Dine Festival
- BISNOW “Future of Hollywood” Event
- Hollywood Chamber’s Economic Summit

2014-2015 Media tours
- 8/16/14 Travel Age West Editorial Tour
- 9/20/14 Haunted Hollywood Blogger Tour
- 2/2/15 Hollywood Foodies Tour
- 2/19/15 Up & Coming Hollywood Blogger Tour
- 8/19/15 This Talk Ain’t Cheap Family Fun Tour

Media pieces coordinated with HPOA
- “Ghost Tours of Tinseltown” NBC 4
- “Haunted Hollywood” SoCal Magazine
- “Hollywood Walk of Fame” Vice Magazine
- “Hollywood Prepping for Population Boom” Curbed LA
- “Taft Building Gets a Makeover” Los Angeles Times
- “Hollywood Foodies Tour” Jay Eats Worldwide
- “What to Eat in Hollywood” KristieHang.com
- “Record Parlour Spins You Back in Time” Larchmont Buzz
- “The New Old Hollywood” Travel + Leisure
- “Drink (and Don’t Drive) in LA” Afar Magazine
- “Leaders Work to Improve Safety” Park LaBrea News
- “Hollywood Buzzes Afterhours” Meetings Focus
This past year has been one of new challenges and trends working toward ensuring safe sidewalks for all who live, work, and visit our city. The Hollywood and Sunset BID boards have a strong tradition of support for nonprofit organizations serving homeless adults and youth along with a commitment to security patrols and partnering with law enforcement to keep this area safe.

However, property owner concerns about the rise in visible homeless encampments and disruptions in business operations have increased in 2015. The resulting calls into the BID office are validated by statistics and recent developments:

- The official January 2015 homeless count by the Los Angeles Homeless Services Authority (LAHSA), documented a 12% increase in the county’s homeless population over 2013 (now 44,359). The city of Los Angeles also increased 12% to 25,686.
- The Hollywood-specific number in an area encompassing 31 census tracts (larger than the area served by both BIDs) is 1,406.
- The BID Patrol conducts a month-end count in both BIDs. The increase from June 2013 to June 2015 is documented at 144%, with 295 people identified sleeping on the streets on June 30, 2015.

Against this background, the boards and staff are involved in several key initiatives and conversations about city policy and resource needs. HPOA’s executive director, Kerry Morrison, serves as mayoral appointee to the 10-member Los Angeles Homeless Services Authority (LAHSA). She is also a member of the United Way/Los Angeles Chamber Home for Good Business Leaders Task Force to End Homelessness. Both Hollywood and Sunset boards support the statewide coalition opposing State Bill 608 (Liu), the “Right to Rest Act.” This would grant homeless individuals the right to use public space without discrimination because of their housing status. BID staff facilitate Hollywood 4WRD, a broad community coalition working to end homelessness in Hollywood. This group has had great success housing over 400 people since 2010, and is now focused on helping the most severely mentally ill, frequent utilizers of public services (e.g., paramedic, ER's, law enforcement), come off the street. This July, Mayor Eric Garcetti announced his intention to declare a “war on homelessness.” The mayor’s office, city, county, and nonprofit representatives are working on a comprehensive plan will be followed closely by both BID boards.
Highlights from 2014-2015

Top left: The Hollywood Foodies Blogger Tour stops at Grom Gelato, opened early 2015 at Hollywood & Highland. Top right: LAPD Detective Becker shows Security Chairs Fred Rosenthal and John Tronson the newly upgraded LAPD Surveillance Camera System. Far left: John Peterson and Sarah Besley, honored for their service to the BIDs by Kerry Morrison and Joe Mariani. Peterson has retired and Besley is now working as a consultant. Right: The newly landscaped LaBrea Median. Bottom left: Kerry Morrison speaks to a sold-out crowd at BISNOW's “Future of Hollywood” event at the W Hotel. Bottom right: Problem solving with partners from Senator DeLeon’s office, CalTrans, CHP, BID patrol at 101 off ramp at Sunset Boulevard.
WE’RE MOVING!
Office Relocating to Mid-BID this fall!

After a 13-year run at the historic Taft Building at Hollywood & Vine, the staff headquarters for the Hollywood Property Owners Alliance is moving to the middle of Hollywood Blvd, into the micro-neighborhood known affectionately as mid-BID. The staff will move to street level by taking up residence in an historic storefront space previously occupied by Hollywood Book & Poster Company. The new office, located at 6562 Hollywood Blvd, will accommodate board and committee meetings, as well as a real estate corner for brokers and investors to relax while they are exploring Hollywood.

The community will be invited to an open house when the doors are flung open and we look forward to seeing everyone in our new digs.

HPOA staff, left to right: Joseph Mariani Jr., Matthew Severson, Ginnie Gallo, Kerry Morrison, and Devin Strecker.

The Hollywood Studio Building, at left in a historic photo, and above as it is today.