Building Hollywood’s Future
Since the mid-90’s, property owners in Hollywood have walked the walk and talked the talk with respect to believing in this community and caring for its future. This year, the two business improvement districts (BIDs) come together to celebrate another year of extraordinary progress in the revitalization success story that is Hollywood. Guided by committed volunteers who serve on the two governing boards – the Central Hollywood Coalition (Sunset & Vine BID) and the Hollywood Property Owners Alliance (Hollywood Entertainment District) – the combined $4.8M in annual assessments are invested in basic services to keep this community clean, safe and vibrant.

In addition to hiring vendors to provide beautification, street maintenance and security services, the staff and volunteer leaders of each BID work hard to support property owners by working with coalitions, local government officials and special community task forces. For example, in the past year, the following activities were on the agenda for both BIDS: seeking passage of the Hollywood Community Plan; working toward an ordinance to regulate valet parking and tour bus solicitations; housing homeless individuals through Hollywood 4WRD; coordinating repairs to the Walk of Fame; advocating for conversion of one-hour parking meters to two-hour; seeking enforcement of CUP provisions governing nightclubs and restaurants and advocating for a sustained deployment of law enforcement resources to Hollywood.

The hard-working boards of each BID welcome property owner input and participation. Please consult the website for each BID for information about board and committee meetings. We proudly list the names of the individuals who generously give of their time and talent to lead this community.

Hollywood Entertainment District

BOARD OF DIRECTORS
Frank Stephan, President - Clarett West Development
Linda Bybee, Vice President - Metro
Don Mushin, Secretary - Toyota of Hollywood
Monica Yamada, Treasurer - CIM Group

Joseph D’Amore - CRC Entertainment Inc.
Greg Beck - Champion Real Estate
Leslie Blumberg - The Fonda Theatre
Chris Bonbright - Whitley Court Partners
Charles Colletta - HEI Hotels

Michael Gargano - Argent Ventures, LLC
David Green - Nederlander West Coast
John Lyons - Avalon Theatre
Jan Martin - AMDA
Galo Medina - CFS Investors
C. Drew Planting - GPI
Mark Stephenson - Hollywood United Methodist Church
John Tronson - Broadway Hollywood Lofts

Ex-Officio Members
Leron Gubler - Hollywood Chamber of Commerce
Captain Bea Girmala - LAPD
Lee Rierson - FreemanleMedia North America

Sunset & Vine District

BOARD OF DIRECTORS
Carol Massie, President - McDonald’s of Hollywood
Elizabeth McDonald, Secretary - Los Angeles Film School
Duke Gallagher (ex-officio), Treasurer - The Production Group

Fabio Conti - The Fabiolus Café
Charles Eberly - The Eberly Company
Brian Folb - Paramount Contractors & Developers
Kitty Gordillo - YMCA

John Given - City Build Advisors
Melissa Logan - Amoeba Music
Harout Markarian - St. John Armenian Church
Michael Pogorzelski - AMPAS
Fred Rosenthal - Ametron
Katie Seymour - Windsor Communities
Mike Smith - Broadreach Capital Partners
Arthur Stroyman - Kilroy Realty
The Joint Hollywood Entertainment District and Sunset and Vine BID Security Committee meet the second Thursday of every month to discuss notable issues in the community pertaining to the security of sidewalks and enhancing the overall safety of both residents and tourists alike.

2013 saw the introduction of the BID Guides, which are unarmed BID Security Officers. The team consists of Lisa Maki, Tupua Ainu’u, Paul Ambrose, Joseph Faifili, Ricky Gonzalez and Mike Carlin. The service began the first week of January, 2013. The guides are deployed from 10:00 a.m. to 6:30 p.m. seven days a week, always in pairs and on foot. “We touch base with the merchants, say hello to the tourists and anyone else we see,” Maki said. “We take photos, give directions, anything we can do to help.”

In addition to being friendly faces and helping hands, the BID Guides serve another purpose: they are eyes and ears out on the street, constantly reporting back to the armed BID officers whenever an issue arises.
On April 4th, 2013, the Streetscape Committee embarked on a day-long walk-thru of both BIDs — covering approximately seven miles. In addition to evaluating maintenance tasks, the group identified a number of projects aimed at improving the aesthetic appeal and walkability of sidewalks throughout the area.

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

- Advocate for grant funds to remove the remaining Ficus trees and plant new trees along the Walk of Fame.
- Partner with the City of LA, Department of Sanitation on the installation of over 100 trees along the side streets.
- Install Mutt-Mitts (dog waste bag dispensers) along Yucca Street.
- Establish a store-front headquarters for the maintenance team.
- Test various planters in the Sunset & Vine BID and eastern gateway to the HED.
- Landscape the La Brea median with drought-tolerant plants.
- Examine the feasibility of installing a median on Vine Street, south of Sunset Boulevard.
## MAINTENANCE BY THE NUMBERS

<table>
<thead>
<tr>
<th>Service</th>
<th>Hollywood Entertainment District</th>
<th>Sunset &amp; Vine District</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zones</td>
<td>Zone 1: Hollywood (La Brea to Gower), Cahuenga, Highland, and Vine</td>
<td>Zone 1: Sunset, Vine</td>
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<tr>
<td></td>
<td>Zone 2: Hollywood (Gower to 101), Argyle, Ivar, Wilcox, Yucca</td>
<td>Zone 2: Cahuenga, Wilcox (north of Sunset)</td>
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<tr>
<td></td>
<td>Zone 3: All other side streets</td>
<td>Zone 3: All other side streets</td>
</tr>
<tr>
<td>Street &amp; Gutter Sweeping</td>
<td>All zones: 7 days per week</td>
<td>All zones: 7 days per week</td>
</tr>
<tr>
<td>Sidewalk Pressure Washing*</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>Trash Removal</td>
<td>200 receptacles</td>
<td>40 receptacles</td>
</tr>
<tr>
<td>Waste Removal</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>
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<tr>
<td>Graffiti Abatement</td>
<td>Removed within 24 hours of notice</td>
<td>Removed within 72 hours of notice</td>
</tr>
<tr>
<td>Star Polishing</td>
<td>2,200 brass medallions polished in rotation</td>
<td>300 brass medallions polished in rotation</td>
</tr>
<tr>
<td>Alley Maintenance</td>
<td>Sweeping, pressure washing, graffiti abatement and debris removal in</td>
<td>No alley maintenance</td>
</tr>
<tr>
<td></td>
<td>pedestrian-accessible alleys. Minimum two times per month.</td>
<td></td>
</tr>
<tr>
<td>Maintenance Budget</td>
<td>$1.02M</td>
<td>$369,576</td>
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* Additional pressure washing is done in both BIDs at bus stops, highly trafficked pedestrian areas & outdoor dining areas.
Notable Accomplishments in 2013:

• Hired Haines & Co. to assist with Media Relations; spread positive news about HED
• Annual Visitor Guide - 2014 Issue out in Fall accompanied by a smart phone app
• HEDLines Newspaper - 5,000 copies distributed throughout BID each issue
• Over 1,300 followers on Hollywood HQ social media platforms

HEDLine News, the newsletter of the Hollywood Entertainment District, is printed every other month.

The Hollywood Visitors Guide & Map is an annual publication of the HPOA Marketing Co-op. Over 400,000 copies are printed and distributed throughout SoCal.

The Grapevine, the newsletter of the Sunset & Vine District, is published quarterly.

Hollywood HQ is available on various social media platforms.

vibrant hollywood

HPOA Communications Manager: Devin Strecker
Phone: (323) 463-6767
Devin@hollywoodbid.org
In early 2013, the HPOA hired a public relations firm, Haines & Co., to assist with media relations, branding, and crisis communications. The overarching goal is to drive investment and spending in the District for the benefit of the property owners who support this BID. Initially, the three team members at Haines & Co., Genevieve Haines, Nerissa Silao, and Clare Sebenius, researched the District and its stakeholders. Through interviews, site visits, participation in the board’s midnight retreat (see page one), and secondary research, the team began to assemble a strategic blueprint from which to work. They looked at major themes and trends in the areas of safety, residents, marketing, branding, and retail to determine what is unique about Hollywood and what’s next. With the strategic blueprint completed and presented to the board on June 20, the team began preparing message points for the BID in order to begin media outreach via social, digital, print and industry channels.

**Telling the Story Our Way**

**Sunset & Dine: A Success Story**

The second annual Sunset & Dine was hosted by the Sunset & Vine BID on June 13, 2013 with over 15 local restaurants and attendance of nearly 400.

### 2013 Marketing Budget

<table>
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<tr>
<th>HED</th>
<th>S &amp; V</th>
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<tbody>
<tr>
<td>$60,000</td>
<td>$45,000</td>
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**NEW SCHOOL**

Hollywood re-emerges as a contemporary metropolis, with places to live and learn; work and play; all with a decidedly new twist.

**EASTSIDE ECLECTIC**

Creative, funky, and a little offbeat; an unexpected blend of musical, artistic and entertainment stylings offered in a collection of venues for the culturally curious to discover.

**CULTURALLY CREATIVE**

Where the art of self-expression is celebrated and revered, and the next big thing could be discovered just around the corner.

**ICONIC HOLLYWOOD**

The true entertainment capital of the world, this is a collection of places and memories indelibly marked on the global consciousness.

**RETRO GLAM**

Recapturing the romance of a bygone era, innovative new companies are advancing the craftsmanship and artistry of Hollywood’s great productions.
In conjunction with the Hollywood Chamber of Commerce, the Joint HED/SVBID Security Committee has formulated the following recommendations for consideration by the City of Los Angeles to enhance public safety on the Boulevard in 2013-14:

1. Review definition of “Aggressive Panhandling” in MC Sections 41.18 and 41.59 to determine if language might be tightened up to provide a better tool for law enforcement officers. Compare with definitions used by other cities.
2. Issue “Stay Away” orders to repeat offenders on the Boulevard.
3. Enforce or amend municipal code to prohibit selling on the public sidewalks (do not allow tour operators or CD vendors to sell on Hollywood Blvd.)
4. Adopt a “No Mask” ordinance (or other prohibition against concealed identities) ordinance for the block in front of Hollywood & Highland to protect the public.
5. Require all characters/street performers to “register” with the city.
6. Explore regulations that could limit the number of characters allowed at any one time on the block from Highland Ave. to Orange Dr. on the north side of Hollywood Blvd. Determine the number that can be reasonably accommodated, and hold a daily lottery to authorize access.
7. Seek a daily, dedicated LAPD footbeat in highly trafficked tourist zones.

In May 2013, board members participated in a midnight retreat in the Hollywood Entertainment District to assess the nighttime scene. As a result, the HED Board plans to work with local government and community partners to:
- seek aggressive regulation of nightclub promoters
- encourage organization of residents and/or residential managers to speak to quality of life issues
- redeploy BID budget surplus, where feasible, towards extended security patrol hours
- discourage, prohibit, assess or regulate party buses.
- meet directly with property owners to discuss how tenant choices impact a neighborhood.