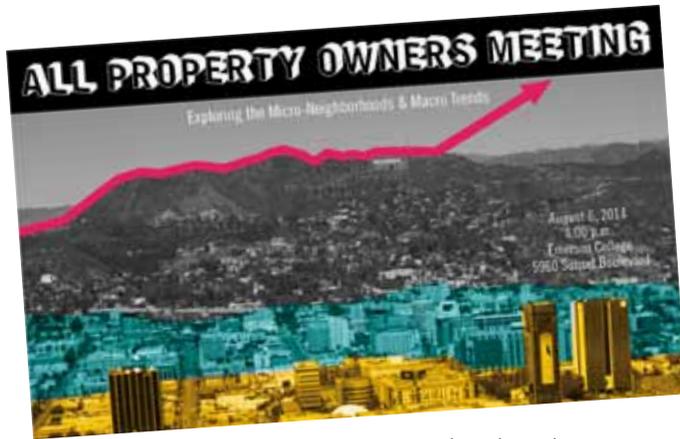


# Micro-Neighborhoods & Macro Trends

Once again, property owners in both the Hollywood Entertainment District and the Sunset & Vine District came together for a joint annual meeting, which was hosted by Emerson College on August 6, 2014. This year, however, instead



of just hearing a recap of the activities from the past year, attendees learned about urban trends that are happening across the country, and how they are playing out here in Hollywood.

In addition, they were introduced to the concept of Hollywood as a series of “micro-neighborhoods.”

Staff has continued to explore the Micro-Neighborhoods and Macro Trends theme, and are blogging about it at OnlyInHollywood.org. Here are the basic ideas behind each trend, and the ways that they are affecting life here in Hollywood.

**Micro-neighborhoods:** Residents are beginning to look at their cities as clusters of micro-neighborhoods; a series of niche districts with unique vibes and offerings. By identifying these micro-neighborhoods and encouraging property owners to work together, we create a synergy that elevates the entire district. We have begun to identify several organic niche districts within downtown Hollywood that have unique offerings and distinct atmospheres. For more, read “Micro-Neighborhoods Create Big Loyalty” on our website.

**Ending Homelessness:** For years, agencies and organizations attempted to manage homelessness – until it became abundantly clear that the costs of doing this were enormous and it was not successful. The trend now is to END homelessness by using a “housing first” strategy to move people off the streets and into housing – then providing the supportive services necessary to keep them housed. You can find out more about the work that we are doing through the Hollywood 4WRD coalition at [www.hollywood-4wr.org](http://www.hollywood-4wr.org).

**Stickiness:** Sticky streets are good for business – but what are they? They are streets that people want to “stick” to – spending their time walking down the street, visiting the shops, utilizing the services, and returning to again and again. What makes a street sticky? Things that are geared toward the comfort and interest of pedestrians. Rather than moving cars through an area, it’s about drawing pedestrians in. Trees, benches, vibrant retail, street art, and bike lanes add “stickiness.”

**Taking Back the Night:** Hollywood’s night-life has gone through several seasons of change over the past 15 years. There’s no

*Continued on Page 7...*

**HEDLines**  
*only in*  
**HOLLYWOOD**  
*news from the* **Hollywood Entertainment District and the Sunset & Vine District**  
*Autumn, 2014 Vol. 17 Issue 3 [www.onlyinhollywood.org](http://www.onlyinhollywood.org)*

## City Plans Building Rating System for Older Concrete Buildings



Rong-Gong Lin, LA Times, moderates a panel on resiliency with Garry Myers, SEAOSC; John Eichler, Cushman & Wakefield; Alex Yanev, Yanev Assoc.; Kerry Morrison; and Brian Stewart, Collins Collins Muir & Stewart.

Earlier this year, Mayor Eric Garcetti called for mandatory building ratings for concrete buildings. Over the course of this year, Dr. Lucy Jones, a seismologist employed by the U.S. Geological Survey, headquartered at Cal Tech, has been functioning as the Mayor’s advisor on this strategy.

In June 2014, The Rockefeller Foundation 100RC hosted a Resilience Workshop, now that the city of Los Angeles has been chosen to be one of 100 Resilient Cities. At that workshop, Dr. Jones telescoped ahead to prelimi-

nary planning around a building rating system that helps to identify the safety of commercial and residential buildings in Los Angeles.

To Dr. Jones’ credit, she has been on a listening tour this year, meeting with property and business owners to understand the practical considerations behind complying with building retrofit requirements. In these give and take sessions, she has heard that despite desires to make buildings as safe as possible,

*Continued on Page 5...*

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# President's Message

At the October board of directors meeting this year, the board approved a set of strategic objectives and priorities for the coming year. This document had been refined at a planning session held on July 21 at Eastown, hosted by board member Frank Stephan of Claret West Development.

The strategic plan is built upon a framework of four key themes that guide our discretionary activities as board and staff: (1) Safe Hollywood Nights; (2) Public Space Management & Long Term Planning Initiatives; (3) Safe Hollywood Sidewalks, and (4) Stakeholder Engagement and Communications.

The complete plan is available for download on our website (*see details in red box below*).

What is different in this year's objectives is an intent to apply our time and relationship-building skills into shaping new investments and better leasing decisions within the BID. For example, with respect to increasing safety at night, we are looking to meet with property owners directly to educate them as to the types of tenants and businesses that the Hollywood Entertainment District needs in order to service the hundreds of new residents and workers coming to this area. For example, at the All Property Owners meeting in August, staff shared a slide that listed the names of approximately 40 nightclubs and asked the question: "what do all these nightclubs have in common?" The answer was that they were no longer in business.

Therefore, our planning objectives stimulate us to think about how we convey important information to our stakeholders: who is moving here? What do they need and expect? What changes can we expect as new office buildings come to life on Sunset Boulevard? Who is the new customer base, and how do we as property owners prepare to meet their

needs?

Another set of objectives coming out of the meeting involve educating our stakeholders about the transition our community needs to make with respect to "mobility." This is a big theme for urban America today: how do people move around in our cities and how do

we make this experience more pleasant? At issue is creating a sense of place, rather than making it easier for people to drive through a place. So we continue our commitment to streetscape maintenance and beautification, but we are also brainstorming how we educate our stakeholders about how mobility options might change Hollywood in the 21st century. Everything is on the table in this discussion – from ride-sharing, flex-cars, bike lanes, mass transit,

"road diets" and walking.

Finally, with respect to strengthening our commitment to telling Hollywood's story, we continue to work with our PR team at Haines & Co to counteract stories that would seek to sow seeds of doubt about Hollywood. Our Councilmember, Mitch O'Farrell, is fond of saying that Hollywood is "open for business" when confusion arises associated with poor media coverage of earthquake issues, the invalidation of the community plan, or the stop-order on the construction of a much needed Target in Hollywood or the litigation against the Sunset-Gordon project (not in our BID, but close to our hearts). We continue to work hard to "change the conversation about Hollywood" and celebrate the bright spots, the good news and all the positive developments that demonstrate there are many reasons why we all believe completely in this community.

Please take a moment to read through the strategic plan for the coming year and we welcome your input.

-JOHN TRONSON, @THEHOLLYWOODJOHN



Photo by Gary Leonard

The HPOA Board of Director's 2014-15 Strategic Goals and Objectives document is available online at [www.hollywoodbid.org](http://www.hollywoodbid.org) under "Documents & Reports."

# FlyAway Bus Service Starts In Hollywood

Los Angeles City Councilmember Mitch O'Farrell joined Mayor Eric Garcetti and Los Angeles World Airports (LAWA) Executive Director Gina Marie Lindsey to announce the start of FlyAway® bus service between Los Angeles International Airport and Hollywood. The service began on September 3.

The FlyAway® bus stop is located at 6244 Hollywood Boulevard on the southeast corner of Argyle Avenue – one block east of Hollywood and Vine. Passenger drop off and pick up locations at LAX are in front of the Arrivals and Departures levels of each airline terminal.

“The addition of the FlyAway® service will help us build on all the elements that make Hollywood a world-class destination,” said Councilmember O'Farrell. “The FlyAway® service will begin and end just steps from the iconic intersection of Hollywood and Vine, which is convenient to multiple public transportation options as well as hotels and attractions. I am thrilled I could assist LAWA in



Councilmember O'Farrell speaks about the new FlyAway service at a press conference. (Photo by Besty Annas, City of Los Angeles)

bringing this service to my district.”

The new, low-cost bus service operates hourly from 5:15 a.m. to 10:15 p.m. daily, including weekends and holidays. Service is provided 15 minutes after each hour. Fare is \$8 one way, according to LAWA.

According to the Mayor, first-year ridership between Hollywood and the airport is expected to exceed 125,000 passengers.

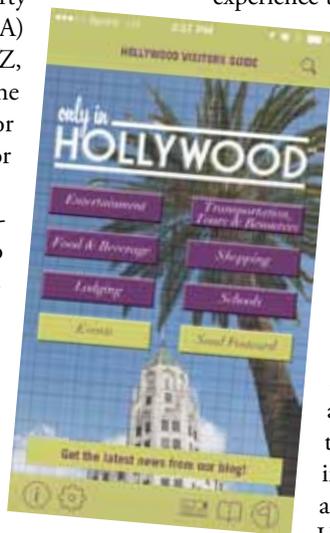
The Hollywood route joins four other routes already in operation at Santa Monica, Union Station, Van Nuys and Westwood.

# Visitors Guide Now a Mobile App

Tourists can experience the Hollywood Entertainment District renaissance with the newly launched Hollywood Visitors Guide smartphone application now available for download from the Apple App Store and Google Play app store. The app, created by the Hollywood Property Owners Alliance (HPOA) and developed by Bar-Z, provides access to all of the information that a visitor needs to plan a vacation or outing in Hollywood.

“We are excited for visitors to have this new tool to explore Hollywood. Bar-Z came recommended and the whole app development process was very easy,” said Devin Strecker, Manager of Communications and Social Media, Hollywood Property Owners Alliance.

The HPOA has been offering a printed map of the Hollywood area for 15 years. By adding native apps and a responsive design website version of the app, the organization is working to bring that information into the digital age.



“Hollywood is an iconic symbol of American culture that is recognized around the world. We are pleased to work with the HPOA in the development of this digital solution and we hope that the Hollywood Visitors Guide mobile solution will enhance the experience to visitors in the area. Our mobile

solutions are a smart, convenient and environmentally friendly way to share information on what to go, see and do in Hollywood”, said Wm. Lee Little, CEO, Bar-Z.

The apps are designed for tourists coming from other states and countries, as well as those coming from across the region to shop or be entertained. Entertainment, food and beverage, lodging, tours, shopping and transportation information is all included as well as event listings and access to the HPOA's Only in Hollywood blog which is continuously updated with news, information and stories about Hollywood.

HPOA members can purchase advertising in the app through the organization's marketing co-op. A website version of the app is available at [www.hollywoodvisitorsguide.org](http://www.hollywoodvisitorsguide.org).

# calendar

## SVBID / CHC Board Meeting

Tuesday, November 11

4:00 - 6:00 p.m.

Location to be determined

## HED / HPOA Board Meeting

Thursday, November 20

4:00 p.m. - 6:00 p.m.

Avalon Hollywood  
1735 N. Vine Street

## HED/SVBID Joint Security Committee Meeting

Thursday, December 11

(No meeting in November)

10:00 - 11:30 a.m.

Location to be determined

## HED/SVBID Joint Streetscape & Planning Meeting

December meeting to be determined

10:00 - 11:30 a.m.

HPOA Conference Room

1680 N. Vine Street

Please RSVP to 323-463-6767 or [info@hollywoodbid.org](mailto:info@hollywoodbid.org). Visit [www.onlyinhollywood.org](http://www.onlyinhollywood.org) to confirm meeting times and locations. All meetings are open to the public.

# The Spooky Side of Tinseltown

## NavHwd street closures

NAVIGATEHOLLYWOOD.COM

### HOLLYWOOD FILM AWARDS

Friday, November 14, 5:00 p.m. - Saturday, November 15, 1:00 a.m. All lanes of Argyle Ave., between Sunset Blvd. and Hollywood Blvd., will be closed (intersection at Selma to remain open).

### HOLLYWOOD CHRISTMAS PARADE

Sunday, November 30, 8:00 a.m. - 11:00 p.m. Many streets in Hollywood, including Hollywood Blvd., Sunset Blvd., and Vine Street, will be closed along the parade route. The parade will begin at 5:00 p.m. "No Parking - Tow Away Zone" signs will be posted prior to the event. For more information, visit [www.thehollywoodchristmasparade.org](http://www.thehollywoodchristmasparade.org).

### "THE HOBBIT 3" PREMIERE

Tuesday, December 9, 10:00 a.m. - Wednesday, December 10, 1:00 a.m. Westbound lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

### "UNBROKEN" PREMIERE

Monday, December 15, 6:00 a.m. - Tuesday, December 16, 2:00 a.m. Westbound lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

### HOLLYWOOD HALF MARATHON

Sunday, April 12, 2015 The sponsors are seeking community input re/ the impact of this street closure on business, travel and other activities. If you have any input (pro or con), please email [kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org).

For a complete list of closures, or to sign up to receive text and/or e-mail alerts, visit [www.navigatehollywood.com](http://www.navigatehollywood.com).

Last month, we took a group of bloggers around Hollywood with a tour guide courtesy of Dearly Departed Tours to look at the spooky side of Tinseltown.

We met at Pantages Theatre, where Kathleen from Dearly Departed Tours told the group about several ghosts who haunt the historic building, including that of Howard Hughes. He acquired the Pantages in 1949 when he bought RKO Pictures and set up an office on the second floor. His footsteps are said to be heard echoing throughout the theatre to this day. Kathleen also told the group about a ghost inside the Frolic Room, the bar in the front of the Pantages.



One of the many ghosts said to haunt the Pantages Theatre, located near Hollywood & Vine, is the ghost of a patron who died in the mezzanine in 1932, who is said to be heard singing when the theatre is otherwise empty. (Photo by Devin Strecker)

We then proceeded to Avalon, formerly known as The Palace, where we heard about a couple of ghosts said to haunt the old building. One is a piano player who has been heard playing beautiful jazz music upstairs – the musician is heard, but not seen. Employees have also reported strange messages coming out of the club's adding machines and cash registers.

From there, we went to the Knickerbocker Hotel, home to much paranormal activity and also the site of several séances conducted by Bess Houdini, Harry Houdini's wife, who was trying to get in touch with her dearly departed husband. Kathleen told us about the death of costume designer Irene Gibbons and told us of how film director D.W. Griffith died of a stroke underneath the lobby's crystal chandelier.

We then visited Hollywood Toys & Costumes, 6600 Hollywood Blvd., your one-stop shop for Halloween costumes and props. Of course, being in an old building, the store has

some ghost stories of it's own, including the ghosts of those who perished in a fire.

The Hollywood Museum, located at 1660



Visiting Hannibal Lecter's jail cell in the basement of the Hollywood Museum. (Photo by Devin Strecker)

N. Highland Ave., includes many spooky artifacts. Currently they are featuring the exhibit "Monsters, Mummies and Mayhem" which we got to preview on our visit there. The basement is definitely spooky and home to Hannibal Lecter's jail cell from *Silence of the Lambs* as well as many of Elvira's costumes and props.

After hearing about several ghosts said to inhabit the Hollywood Wax Museum, we ended our tour with a look around The Hollywood Roosevelt Hotel, guided by Stephanie Ida. She told us about the many ghosts who have been seen and heard around the hotel, and mentioned that while many guests come looking for a paranormal experience, they can't guarantee ghost sightings!

Thanks to all the businesses who participated in our "Haunted Hollywood" blogger tour! Be sure to check out our guide to all things Haunted Hollywood!

-DEVIN STRECKER, @DEVINTAIT



Touring the under-construction penthouse of the Roosevelt, where former honorary mayor of Hollywood, Johnny Grant, passed away in 2008. (Photo by Devin Strecker)

# Newsbites



@onlyinhwd



**Donation Stations** In concert with Council District 13, HPOA staff is working to formulate a plan to introduce “donation stations” to various zones within both the Hollywood Entertainment District BID and the Sunset & Vine BID, to encourage contributions to local organizations working to end homelessness. This is a program that has been embraced by many cities across the country, and represents a positive option for passersby to contribute change to help people. Money that otherwise might support panhandling can be channeled to local services. A focus group consisting of various businesses, including McDonalds, Hollywood & Highland, Trader Joe’s, Wells Fargo Bank and the W Hotel participated in a conversation last week about how this program might be rolled out in Hollywood. At present, it is envisioned that each parking meter would be sponsored by a local business for \$2,500. Council staff has secured a donation of 12 meters that would be re-purposed for this project (including offering the ability to accept credit card donations). The Hollywood Chamber of Commerce Community Foundation could serve as the nonprofit recipient of funds donated. A subcommittee of the grass-roots homeless coalition, Hollywood 4WRD, would recommend appropriate recipients of funds raised. Conversations are continuing about the feasibility of this project. Properties or businesses interested in learning more are encouraged to contact Kerry Morrison at [kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org).

**Everyone Counts** Every two years, the federal government requires a point-in-time count of all individuals who are homeless in cities across America. Hollywood’s night to count its homeless population will be Thursday, January 29, 2015. Please mark that date if you might want to volunteer to help that evening. More details will be available on the BID website, [www.onlyinhollywood.org](http://www.onlyinhollywood.org).

**HPOA Elections** The Nominating Committee will bring a slate of directors to the upcoming annual meeting of the HPOA. Recommended for three year terms on the board will be: John Tronson, 1720 N. Whitley; Monica Yamada, CIM Group; David Green, Nederlander West Coast; Jan Martin, American Musical & Dramatic Academy; and Chad Lewis, Klein Financial. New to the board will be Darcy Derler-Judd, representing Robertson Properties Group and the Warner Pacific Theatre property, and Brian Johnson, representing the Hollywood Loews Hotel. The Nominating Committee will also be working over the next month to identify a slate of officers for the coming year. There are two vacant seats on the board, also, owing to resignations by two board members: David Benavente and Galo Medina. For any questions about the process, please contact Frank Stephan, [Frank.Stephan@clarettwest.com](mailto:Frank.Stephan@clarettwest.com).



**Homewalk** The annual Homewalk, sponsored by United Way, is scheduled for the morning of Saturday, November 15. There is a team of walkers assembling from Hollywood and they encourage your participation either as a walker or a donor. Last year more than 10,000 people participated and over \$500,000 was raised. All funds are channeled into services geared toward providing permanent housing for individuals experiencing homelessness. For more information visit <http://unitedwayla.org/homewalk>.

## Resiliency Ratings

*...Continued from Page 1*

owners are often hampered by cost considerations and existing tenants and businesses. This is not an easy fix.

I was invited to participate on a panel on October 20 sponsored by the Structural Engineer’s Association of Southern California, entitled “Strengthening our Cities.” The panel featured an attorney, a commercial real estate broker, a risk management expert and me, speaking for property owners in general. When asked by the moderator, “what do property owners think about the city’s plans to rate the safety of concrete buildings?” I affirmed that property owners take this seriously.

However, I raised a number of questions that the city has to provide clarity on as they pursue this policy. For example, what buildings will be required to be retrofitted? Determining the structural needs of a building cannot be done with a visual inspection, and may require costly evaluation.

How does a property owner identify a reputable structural engineer to do these assessments, and what happens if the city changes the requirements down the road? Also, how does one finance these improvements (some have suggested that retrofitting concrete buildings can cost in excess of \$150/sq. foot)? What does an owner do about existing lease obligations with commercial or residential tenants? (Relocation costs can be enormous.) How do nonprofit organizations finance such projects? It is hard to raise money for tangible programs, much less invisible structural evaluations or reinforcements.

Finally, over what period of time will these requirements be mandated?

It was expected that a roadmap to a building rating system was going to be announced soon, but this appears to be delayed. There is another group working on a rating system, the U.S. Resiliency Council (USRC). This group has provided a glimpse at some “work-in-progress” standards that would result in one to five-star ratings in three areas: Safety, damage, recovery. The hope, as articulated by the USRC is to “inform the public about the condition of the building they live and work in and bring market forces to bear on the seismic rehabilitation of hazardous buildings.”

Staff will continue to monitor these developments at the city and will provide information as it become available. Any questions are encouraged.

~KERRY MORRISON

# The Grapevine

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## ABOUT THE SUNSET & VINE DISTRICT

The Sunset & Vine District is a seven-year property-based Business Improvement District (BID) that spans 15 blocks along the world-renowned Sunset Boulevard, from roughly Schrader Boulevard on the west to the 101 Freeway on the east. Renewed in 2012, the SVBID is composed of approximately 138 property owners who are assessed \$1.4 million annually to pay for security, maintenance services and marketing to promote the revitalization of the area. Major landmarks in the District include the Cinerama Dome, Sunset & Vine Tower, Sunset Gower Studios, The Los Angeles Film School, and the former Tribune Studios. HPOA is contracted to manage the Sunset & Vine District by the Central Hollywood Coalition, the volunteer board which governs the BID.  
[www.sunsetandvinebid.org](http://www.sunsetandvinebid.org)

## Third Annual Sunset & Dine a Huge Success



*Shophouse participated not only in the Sunset & Dine event, but in the media preview event which was held weeks in advance for the press. (Photo by Melodie Simond)*

Businesses and residents joined one another on October 2 for the third annual Sunset & Dine, sponsored by The Los Angeles Film School, which raised \$4,000 for The Center at Blessed Sacrament, a local non-profit working to end homelessness in Hollywood.

Attendees were treated to live music by Taylor Rae and her band (featuring LA Film School alum Alexander Seling) and headliner Jimetta Rose, while they sampled food and drink from the following local restaurants: Beso, Blue C Sushi, Cleo, Doomie's Home Cookin', Fabiolus Cucina, Field Trip, Greenleaf Chopshop, Los Balcones, McDonald's, Nescafe, Shophouse, Starbucks, 33 Taps, Tinhorn Flats, Umami Burger, Village Pizzeria, and The Warwick.

Businesses that exhibited at the event included Amoeba, Eastown, LAArtsOnline.com, The LA Film School, The Montalbán Theater, Pantages Theatre, and Yogaworks.

The event was hosted at The Taglyan Center.

Huge thanks to the sponsors, which also included Amoeba, Blessed Sacrament School, Eastown, Paramount Contractors and Devel-

opers, Siren Studios, Andrews International, NthoNet, Kilroy Realty Corp., Rush Copy & Print, and SEE-LA.

For a full gallery of photos from the event, please visit [www.sunsetanddine.org](http://www.sunsetanddine.org).

-DEVIN STRECKER, @DEVINTAIT



## Thierry Noir Mural Brightens Up Sunset & Vine



Artist Thierry Noir created this mural at 6320 Sunset Blvd. (Photo by Devin Strecker)

Caviar Conent, 6320 Sunset Blvd., is now home to a mural by internationally acclaimed artist, Thierry Noir.

The purpose of the mural is to celebrate the 25th anniversary of the Berlin Wall coming down, and to invite local residents and community members to learn about and commemorate this historic event.

Noir is known as being the first artist to

(illegally) create work on the wall, in 1984, prior to its removal.

Noir's work recently received an exhibition at the Howard Griffin Gallery in downtown Los Angeles.

Recently, Noir completed a 700 sq. ft. mural on South Spring Street to commemorate the Sisters Cities relationship between Los Angeles and Berlin.

## Annual Meeting Highlights Trends to Watch

...Continued from Page 1

doubt hip and edgy nightclubs helped to introduce an important night-time economy at the turn of the 21st century. But the club emphasis reached the saturation point a few years ago, and now dozens have closed. Today's downtown customers are looking less for bottle service and more for craft beer, gastro-pubs and farm-to-table experiences. Property owners are beginning to be creative in their leasing decisions, recognizing that defaulting to another nightclub use might be "old school." (See the blog "Taking Back the Nightlife" and the response, "Reclaiming Our Nighttime Economy, on our website.)

**Arrival of the Millennials:** Do you know where the millennials are? They're here, all 77 million of them, and more of them are arriving by the day! They were born between 1977 and 2003 and by 2020 they will comprise half of the U.S. workforce. Some interesting things about Millennials: They are more likely to spend their money on their apartment and less on their car. They are

community minded and tolerant of diversity. They believe in the "sharing" economy. They are changing the game in Hollywood and the nation! (See the blog "Hollywood, The Information Age, and Millennials" on our website.)

**Death of the Cubicle:** Once upon a time, workers were content to sit in their cookie-cutter cubicles, dreaming of the day they would get that "corner office." That day is over. The office of today is wired for telecommuting, collaborative meetings and freedom to roam. Companies are looking for creative spaces – interesting, historic, or quirky buildings they can take over and make their own. Square footage per worker is dropping as a result! (See the blogs "Thinking Outside the Box" parts one and two on our website.)

**Resiliency:** Is "the big one" just around the corner? Are you prepared? These are questions that Angelenos have been asking themselves for generations. Knowing that the next earthquake is inevitable, and that

## LaBrea Median Re-Landscaped



The LaBrea median greening project is completed, with native Californian, drought tolerant plants installed by HPOA. (Photo by Sarah Besley)



Councilmember Mitch O'Farrell, LAPD Deputy Chief Terry Hara, Kerry Morrison, John Tronson, and LAPD Hollywood Captain Peter Zarcone honored Captain Cory Palka at the annual meeting. (Photo by Gary Leonard)

25% of the nation's earthquake risk is here in Los Angeles County, civic leaders are now focusing on resiliency – ensuring our city still functions after a major disaster. What can we do to improve resiliency without placing a huge burden on our property owners?

As Hollywood grows and develops, HPOA staff strives to keep our property owners informed of the latest trends and statistics to help them make choices about what to do with their properties. Stay tuned for some exciting infographics that we will be presenting soon to further tell the story of what is happening here in our districts!

~DEVIN STRECKER, @DEVINTAIT



# shutterbug

As reported in this issue of HEDLines, the Hollywood Entertainment District and the Sunset & Vine District held their joint annual all property owners meeting together back in August. Here are some photos from that event taken by Gary Leonard. Clockwise from top left: Kerry Morrison; Councilmember Mitch O'Farrell; LAPD Deputy Chief Terry Hara; Amelia Heape and Jeff Loeb from the Pantages Theatre; Tim Rogers and Kelly Sullivan from Toyota of Hollywood; Gus Vargas, Supervisor with CleanStreet; Alwyn Hight-Kushner, CFO of TCL Chinese Theatre and Ed Collins, General Manager of El Capitan Theatre; LAPD Hollywood Captain Peter Zarcone and Kaylee Kiecker, Hollywood Chamber of Commerce.



## onlyinhwd

Have photos from an event or happening that you'd like to share? Send them in!  
[info@hollywoodbid.org](mailto:info@hollywoodbid.org)



Lavender Cream iced coffee at Field Trip.



Our CleanStreet team cleaning up their new home!

[onlyinhwd.tumblr.com](http://onlyinhwd.tumblr.com)