

# only in HOLLYWOOD®

Autumn, 2016  
Vol. 19 Issue 3  
[www.onlyinhollywood.org](http://www.onlyinhollywood.org)

news from the  
**HOLLYWOOD** & **SUNSET&VINE**  
ENTERTAINMENT DISTRICT DISTRICT

## Reclaiming the Legacy of Old Hollywood



Property owners and representatives from the 'Old Hollywood' neighborhood participated in a walking tour with HPOA staff. From left to right are Erin Anderson, Robert Carman, Beth Andrus, Phil Erenberg, Galo Medina, Nicole Mihalka, Angela Babcock, Joseph Mariani, Evan Kaizer, Pam Smith, Kerry Morrison, April Clemmer, Allison Polumbus, and Steve Seyler. (Photo by Devin Strecker)

Over a century ago, the middle of Hollywood Boulevard was a happening place. Hollywood's first movie theatre opened at the NE corner of Hudson and Hollywood in 1910 (The Idyl Hour). The Hillview Apartments

(6533 Hollywood Blvd) opened its doors in 1917 as the first apartment building that welcomed actors. Hollywood's first post office

*Continued on Page 4...*

## Streetplus Hired as New Maintenance Vendor



Streetplus employee Edgar Cortez powerwashes the Walk of Fame. (Photo by Devin Strecker)

We have some exciting news to share! In an effort to stay ahead of the curve and on top of industry-leading best practices, we have transitioned to a new maintenance and beautification vendor. Since September 1, a new team has been hitting the streets of Hollywood. The vendor, Streetplus, now provides enhanced services for the Hollywood Entertainment District and the Sunset & Vine District.

Streetplus has been providing maintenance and beautification services to the business improvement district industry for over 20 years. They are proud to serve over 50

*Continued on Page 4...*

## Bisnow Goes Back to the Future...of Hollywood

This September, Bisnow LA hosted their second event in Hollywood, 'Hollywood Boom.' The event, which was held in one of the few remaining vacant retail spaces at the Easttown apartments (6201 Hollywood Blvd.), featured a keynote interview with Hollywood Chamber CEO **Leron Gubler** and two distinct panels focusing on the Future of Hollywood and our growing Office Boom.



From left to right are moderator Joseph Mariani and panelists Frank Stephan, Jack Mollenkopf, Leo Grifka, Jay Luchs, and Sean Moghavem. (Photo by Kerry Morrison)

Being in Hollywood for some time now, it was pretty surreal for me to moderate the 'Future of Hollywood' panel. The panel featured five real estate professionals representing a range of backgrounds from a multi-family developer to a construction engineer. While sitting there with my panelists it became clear to me that the Hollywood renaissance we have talked about for so long is not just coming, but is already here. We are in the midst of one of the largest development booms in our neighborhood's history, which became completely apparent when speaking with this panel.

"We have all heard the news of the large office tenants who are coming to Hollywood. Our community is now becoming the home for large employers such as Viacom, Netflix, and others. This

*Continued on Page 5...*

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Streetplus

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# Something Tangible to Address Homelessness – Measure HHH

Not a day goes by without a call from a concerned property or business owner seeking answers to explain why the homeless situation in Hollywood has increased so significantly over the past couple of years. Indeed, this is corroborated by reliable data sources: the annual homeless count conducted by LAHSA in January of this year and the monthly homeless count conducted by the BID Patrol on the last day of each month. At a special meeting of the Joint BID Security Committee in July, Kerry Morrison prepared a presentation to outline this data and report on some of the changes on the horizon that offer hope.

Her report, which is available at [hollywoodbid.org](http://hollywoodbid.org) under "Documents & Reports," showed a 106% increase in the number of people sleeping on the streets of both the Sunset and Hollywood BIDs from June 2013 to June 2016.

With respect to the official LAHSA count, the city of LA number was pegged at 28,464 this January; in the section that is defined as Hollywood (larger than just the BID boundaries) the number jumped 32% from 942 to 1,247. Not surprisingly, the number living in encampments in Hollywood jumped 48% to 161 and the number living in tents increased 85% to 141.

Recognizing the seriousness of this situation, elected officials in the city and county of Los Angeles are now working collaboratively in unprecedented ways to address this issue. Meaningful change will require resources, however, and absent funding for housing and the services that are needed for people living with mental illness,

physical disabilities or substance abuse, this situation will continue to deteriorate.

To that end, the L.A. City Council voted to place a general obligation bond measure on the November ballot which will ask LA City voters to approve a 10-year plan to raise \$1.2B to fund permanent supportive housing for chronically homeless people. Measure HHH will stimulate the construction of 8,000 to 10,000 units of housing, leveraging other funding sources threefold. The housing will be located throughout the city of LA, in every council district.

This bond measure is widely supported throughout the city. Backers include council and mayor, the Greater LA Chamber of Commerce, the LA County Federation of Labor and a long list of community, philanthropic and business organization. The boards for both the Central Hollywood Coalition and the Hollywood Property Owners Alliance

voted at their September meetings to add their names to the long list of supporters.

Though voter angst about homelessness polls very high (a "window of opportunity" according to political consultants who observe the whims of public opinion), this measure needs to secure a two-thirds passage. Further, to find it, voters must wade through what will be a very long ballot in LA. 17 propositions will be on the state ballot alone, not counting candidate elections, local city and county measures.

For more information about Measure HHH, including what it will do and the campaign to secure its passage, please consult [yesonhhh.com](http://yesonhhh.com) for more information.

**-KERRY MORRISON, @KERRYHMORRISON**



## News Briefs

**Before you renew that lease!** Joe Mariani, associate executive director of HPOA, is available to meet with any property owner who may be interested to know more about the macro-trends impacting Hollywood. Some owners have found Mariani's data useful when considering the highest and best use for their property, or considering a change in tenant mix. The neighborhood is changing, and parts of the BID, for example, are looking for more residential-serving retail. As we like to say, we see a lot of dogs here in the District, and not

a single pet store! Contact Joe if you'd like to set up a meeting or phone appointment to talk trends, [joe@hollywoodbid.org](mailto:joe@hollywoodbid.org).

**Plan your costume for Havana Nights** The always-fun annual gala to support the Hollywood PAL (Police Activities League) is scheduled for Wednesday, November 2, 2016 at the Taglyan Cultural Complex. This year's honorees will be actress Pauley Perrette, Sgt. Darrell Davis (LAPD) and Inspector Eugene Andrews (LAFD). The theme is "Havana Nights." Information about sponsorships and tickets are available at [www.hollywoodpal.org](http://www.hollywoodpal.org).

The theme of this year's joint All Property Owners Meeting, "Walking the Walk," emphasized the transition that downtown Hollywood is undergoing to become a truly walkable neighborhood. Building upon our "Walk Score" of 92, the HPOA staff highlighted factors that contribute to "walk appeal," contributing to a pleasant walking experience.



Leaders from Hollywood's business community attended the All Property Owners Meeting at Emerson College on August 17.

The meeting was opened by **Fabio Conti**, president of the Central Hollywood Coalition, and Allison Sampson of Emerson College, who hosted the meeting. **Kerry Morrison**, executive director of the Hollywood Property Owners Alliance, gave an overview of the meeting and the theme of "Walking the Walk."

Guest speakers **Jessica Meaney** and **John Guevarra**, with the organization Investing in Place, spoke on creating a safe, walkable, and economically thriving Hollywood. They cited several walkability assets including iconic landmarks, 6.1M visitors per year, eyes on the street, and the new scramble crosswalk at Hollywood and Highland. Some of their recommendations to improve walkability included making our bus stops more appealing and comfortable; activating the bump-outs on Hollywood Blvd.; and considering a demonstration project to close a street to vehicular traffic to create civic space.



Amanda and John Lyons, Avalon Hollywood; Arthur Stroyman, Kilroy Realty Corp.; and Brian Folb, Paramount Contractors & Developers were among the property owners in attendance.



# WALKING THE WALK

**Joseph Mariani**, executive director of the Sunset & Vine District, gave a preview of what's in store for the business and development climate. **Matthew Severson**, operations coordinator, presented highlights from our beautification and streetscape efforts, and introduced **Steve Hillard** with our new maintenance vendor, Streetplus.

LAPD Hollywood Captain **Cory Palka** spoke about the efforts his team, in collaboration with BID patrol, have made to keep the District safe.

**Devin Strecker**, director of communications, presented on our marketing and event plans, giving people new reasons to visit Hollywood.

The meeting was closed by **Monica Yamada**, president of HPOA. All guests enjoyed a reception on the beautiful patio at the college, with refreshments sponsored by Andrews International.

The meeting report can be found at [hollywoodbid.org](http://hollywoodbid.org) under Documents & Reports.

-DEVIN STRECKER, @DEVINTAIT



Leslie Blumberg, the Fonda Theatre, and Fred Rosenthal, Ametron, representing the boards of the Hollywood Entertainment District and the Sunset & Vine District. (All photos by Devin Strecker)



Jessica Meaney, Investing in Place, discussed walkability.



Hollywood's neighborhood prosecutor, Steve Houchin, with property owner Adolfo Suaya and Marisol Rodriguez with Councilmember O'Farrell's office.

## calendar

### SVBID / CHC Board Meeting

Tuesday, October 11, 2016  
4:00 - 6:00 p.m.

### HED/SVBID Joint Security Committee Meeting

Wednesday, October 12, 2016  
9:30 - 11:00 a.m.

### HED / HPOA Board Meeting

Thursday, October 20, 2016  
4:00 p.m. - 6:00 p.m.

### HED/SVBID Joint Streetscape and Planning Committee Meeting

Wednesday, October 26, 2016  
8:30 - 9:30 a.m.

All meetings take place at:  
**HED & SVBID Headquarters**  
6562 Hollywood Blvd.

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.

# NavHwd

## street closures

NAVIGATEHOLLYWOOD.COM

**INDIGENOUS PEOPLES' DAY RALLY** *Saturday, October 8, 2016 from 9:00 a.m. to 5:00 p.m.* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

**HARD ROCK CAFE HOLLYWOOD 5K/10K** *Saturday, November 5, 2016 from 12:01 a.m. to 12:00 p.m.* All lanes of Hollywood Blvd., between Orange Dr. and Hillhurst Ave., will be subject to rolling closures along the race route. For information, visit [www.runhardrockcafe.com](http://www.runhardrockcafe.com).

**"MOANA" PREMIERE** *Sunday, November 13, 2016 from 1:00 a.m. to Tuesday, November 15 at 5:00 a.m.* All lanes of Hollywood Blvd., between Highland Ave. and Orange Dr., will be closed.

**HOLLYWOOD CHRISTMAS PARADE** *Saturday, November 26, 2016 from 12:01 a.m. to Monday, November 28 at 6:00 a.m.* All lanes of Hollywood Blvd., Vine St., and Sunset Blvd., will be closed along the parade route. Many other streets will be closed and parking restrictions will be posted. For information, visit [thehollywoodchristmasparade.org](http://thehollywoodchristmasparade.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).

## New "Street Team" Provides Enhanced Services

...Continued from Page 1

districts nation-wide and have been providing services to BIDs longer than any other national contractor. Streetplus champions their hiring practices and training program, which has an emphasis on hospitality and customer service, as one of the many aspects that separates them from their competitors.

Our enhanced maintenance and beautification services will include:

- Online Service Requests: electronic submission system designed to enable property owners to submit service requests to our Street Team with real-time updates.

- Capital Equipment: a brand new maintenance fleet that includes state of the art cleaning equipment, vehicles, and eco-friendly cleaning practices to augment manual labor efforts.

- Visible Program: heightened visual

distinction of the BID-funded maintenance program utilizing BID logos and branding on equipment and uniforms to show that work is being performed on a daily basis.

- Public Interaction: emphasis on providing assistance and information to visitors, workers, and residents (providing directions, answering questions).

Our new Street Team has been directed to concentrate on being available and visible and applying attention to detail to their cleaning techniques. At the same time, new systems will address accountability and methods of tracking and monitoring to assure quality compliance.

Thank you for your patience as we complete this transition phase. If you have any questions or concerns, please don't hesitate to contact me via email at [matthew@hollywood-bid.org](mailto:matthew@hollywood-bid.org) or by phone (323) 463-6767.

-MATTHEW SEVERSON, @ONLYINHWD

## Old Hollywood Initiative Brings Owners Together

...Continued from Page 1

opened in 1897 at the SW corner of Cahuenga and Hollywood. This historically significant portion of the Boulevard is where the HPOA board and staff chose to relocate the BID management office last year, to be part of a renaissance that is long overdue for this "micro-neighborhood."

*"We are all stewards of a portion of Hollywood Boulevard that is rich in history and ripe for a re-awakening."*  
-GALO MEDINA, HPOA BOARD MEMBER

Like an archaeologist brushing away the dust from buried artifacts, this summer **April Clemmer**, a Hollywood history buff, spent time researching the origins of key buildings in the section of the District we are now referring to as "Old Hollywood" (loosely defined as Hollywood Boulevard from Las Palmas to Cahuenga). Her research complements an initiative underway in the Hollywood Entertainment District to celebrate what is unique about this section of Hollywood Boulevard and to bring property owners together to work toward a new vision.

To this end, a core group of property owners in Old Hollywood began meeting earlier this year to explore "what is possible?" to help this area realize its potential. Those core owners included **Mark Echeverria**, Musso and Frank Grill (6661 Hollywood); **Beth Andrus**, World of Wonder (6650 Hollywood); **Evan Kaizer**, Sieroty Family holdings (6554 Hollywood); **Erin Anderson**, 6626-6636 Hollywood Blvd; and **Galo Medina**, representing his family's property where Hollywood Toys & Costumes is

located (6600 Hollywood). Medina is chairing the initiative.

Over the course of the spring and summer, the group expanded to include more owners and ideas were shared about branding possibilities. Unique streetscape or street furniture additions; parking enhancements that could assist the local retailers; pop-up retail options; and creation of a historical walking tour were also discussed.

One priority involves building a sense of community amongst the 30+ owners that comprise Old Hollywood. Several of these owners carry on a family ownership legacy into the second and third generation. More owners are coming to the table to work together on a shared vision. Medina said he is excited about the new relationships that are being forged amongst the owners.

"We are all stewards of a portion of Hollywood Boulevard that is rich in history and ripe for a re-awakening," Medina said. "By meeting each other as neighbors, we will come to appreciate how our decisions and investments will impact not only our individual properties but this important segment of the Boulevard."

The next step involved a walking meeting which took place on September 28. Each participating owner introduced their property to their neighbors; described its history and shared plans or aspirations for the future.

"Walking from building to building helped us appreciate how pedestrians experience this part of the street," says Medina. "It was eye-opening for all of us." The group plans to meet with Councilmember O'Farrell in the coming weeks to discuss possible enhancements.

-KERRY MORRISON, @KERRYHMORRISON

This year, perhaps more than any other year in the past, the BIDs have worked to highlight the creative class here in Hollywood, shining a light on our music, arts and culture.

In March, the Sunset & Vine BID embarked on a public art program to transform ten utility boxes in the District with paintings created by local artist, **Paige Emery**. The boxes featured portraits of local bands, two of which performed at the launch party hosted by Amoeba Music.

On June 21, the Hollywood Entertainment District participated in the worldwide Make Music Day event by producing a free, outdoor concert at the Hollywood/Vine Metro Plaza. The event was made possible through partnerships with Metro, W Hotel, and Musicians Institute. Sponsors included Eastown,

The Melt, and Hohner.

The Make Music Hollywood concert featured local musicians and students from the Musicians Institute. Acts included **Janvi, Rayssa, Rajan Chelliah, Marigold, The Battlefield, Jay Souza** (from **Patrolled by Radar**), **Tawny Ellis**, and **Arthur\*Autumn**.

Last fall, the BIDs collaborated on the Only in Hollywood Music + Arts Festival, a four-day music and arts showcase and walkable neighborhood open house. Through dis-

cussions with our festival partners, a new event has been conceived for spring 2017. This much more significant event would once again highlight the entertainment and cultural scene here in Hollywood, while allowing for a percentage of the proceeds to come back to the neighborhood for projects and initiatives to benefit the community.

For more information, contact [kerry@hollywoodbid.org](mailto:kerry@hollywoodbid.org).

-DEVIN STRECKER, @DEVINTAIT

# A Neighborhood of Creativity and Culture



Contemporary folk band *The Battlefield* performing at Make Music Hollywood on June 21. From left to right are *James Addison, Jenny Weaver, and Matthew Ducey*. (Photo by Devin Strecker)



*Arthur\*Autumn* performing at Make Music Hollywood on June 21. (Photo by Devin Strecker)

## Bisnow's "Hollywood Boom" Event Highlights Local Developments

*...Continued from Page 1*

shift in use will most certainly come with new needs," said **Frank Stephan**, Partner at Claret West Development. Needs such as housing are certainly on the docket. With a current daytime employee population of nearly 10,000 people (before adding the new employers listed earlier) Hollywood will certainly need more beds. To help meet this expected demand, Claret West is now under construction for phase two of their Eastown project which will add nearly another 500 apartment units to the area. Along with these units, comes a large amount of retail space for the neighborhood.

"In many ways this place reminds me of a Brooklyn or a Williamsburg, in that it's a true emerging market. When we looked at potential leases for the retail spaces here at Eastown, we knew we had to put in uses that

not only served the tourists, but also fit into the fabric of what Hollywood is becoming – a neighborhood," said **Jay Luchs**, EVP of Newmark Grubb Knight Frank. I couldn't agree more, and with creative office on the rise we are seeing Hollywood become a hub for incubating start-ups and new business ventures.

**Sean Moghavem** of Archway Holdings said "one of the reasons we purchased our building at 1800 Vine Street is because we knew Hollywood is the center of L.A. With public transportation so close to our building we know it makes it easier for folks to get downtown or west from here as opposed to other parts of the city." This is no doubt an important truth in an economy where collaboration is becoming more and more a part of daily business activities.

This point was also brought up by **Leo Grifka**, EVP of HQ Development. "When we did our projects in Hollywood we knew we

had to have creative space that was open. High ceilings and large rooms made it appealing for our users. We wanted buildings with good bones and Hollywood has it."

Hollywood is still in the midst of its renaissance. With construction costs expected to rise by 3-5% over the next 12 months, according to **Jack Mollenkopf** of Pankow, it doesn't seem to be hindering the demand for Hollywood.

There are still several investment opportunities and potential underutilized spaces and buildings that can be repurposed to meet the growing demand of the residents who are moving here. Now after a 200% increase in residential units in our two BIDs since 2000, and an expected 70% growth in our resident population over the next five years, it's no wonder why everyone is looking ahead to the Future of Hollywood, today.

-JOSEPH MARIANI, @GOODNEWSJOE

# Sunset & Vine

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**Melissa Logan - Amoeba Music**  
**Carol Massie - McDonald's**  
**C. Drew Planting- GPI Inc.**  
**Michael Pogorzelski - AMPAS**  
**Pam Smith - Robertson Properties Group**  
**Jack Taglyan - Taglyan Cultural Complex**  
**Adam Tartakovsky - Crescent Heights**  
**Joyce Williams-Maxwell - Emerson College**

[www.sunsetandvinebid.org](http://www.sunsetandvinebid.org)

# Milestones Acheived by SVBID

Hello Fellow Property Owners! It is with great excitement that I write this message. This past quarter has been one filled with landmark events. In August our Sunset and Vine BID held its Annual All Property Owners Meeting in conjunction with the Hollywood Entertainment District BID, as has become the tradition.

This meeting was significant as it marked the 10th annual meeting for our BID and the 20th for Hollywood! The meeting's theme, 'Walking the Walk,' featured presentations by staff and guests who spoke to the walkability and continued development of Hollywood and our Sunset and Vine BID as one of Los Angeles' premiere "walkable" neighborhoods. We want to thank Emerson College for hosting us in their beautiful meeting space.

Another exciting item, during the meeting we introduced our stakeholders to our new maintenance vendor, Streetplus, who began operations in the district on September 1st. We are excited to see what great work the new team will accomplish in our district. Be sure to look for them in their bright blue polos!

Our second landmark event held on September 1st was our Fifth Annual Sunset and Dine! It's hard to believe that what started five years ago as a small marketing effort for our district's restaurants has now grown into a large scale event. Complete with over 40 different vendors/participants from our Hollywood BIDs and attended by nearly 650 guests, the festival further established itself as one of the district's "can't miss events." Through our silent auction we were able to raise over \$3,000 for The Center at Blessed Sacramento, a non-profit agency which connects our homeless population in Hollywood with permanent and supportive services to help them get off the street and into housing. This is something that our organization was very proud of.

Many of you know that homelessness is a major issue that spans our city and county borders. In speaking with our staff I know that at no other time in the history of our Business Improvement District have they received more calls related to this issue than in the past year. One of the biggest problems is the lack of housing for our homeless neighbors. Knowing that something needs to be done, and fast, this November's ballot will give us a chance to support Measure HHH on the Los Angeles city ballot. This past month both the CHC and HPOA Board of Directors voted to support this initiative and the work it will accomplish in helping our homeless

neighbors move from the streets and into permanent and supportive housing. You can find more information about Proposition HHH in this month's newsletter and at [www.yesonhhh.com](http://www.yesonhhh.com).

For those property owners, or authorized representatives, who are interested in serving on our CHC board of directors please be sure to keep an eye out for our nominating applications, which will be sent out in early October. Applications must be submitted to the HPOA office



by no later than 5 p.m. on Friday, October 28, 2016.

Lastly, we are less than two years away from the renewal of our Sunset and Vine District. As president I recently appointed a committee to help steer us through this effort as we begin discussions about what our BID should look like over the next 10 years. It's a discussion I'm looking forward to having with our stakeholders and my fellow board members as we begin to reimagine Hollywood in 2029! We hope that you will continue to follow us through this process as our staff will be reaching out to you with new information as it becomes available. We thank you again for your ongoing support of our district as we continue to serve you. Ciao!

**-FABIO CONTI, PRESIDENT, CHC**

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Held on the campus of the Center at Blessed Sacrament in the heart of Hollywood, the fifth annual Sunset & Dine event took place September 1st, featuring an abundance of area restaurants and bars. A silent auction, free attendee raffle tickets for a Mama Shelter gift card, and both DJs and live entertainment curated by Amoeba Music completed the fun and festive night.

The Center itself is a non-profit organization dedicated to ending homelessness and isolation in Hollywood, providing a safe and welcoming space for those who are homeless, and serving as a hub of leadership in fighting chronic homelessness. The Center also offers a variety of quality-of-life engagement programs such as art, poetry, recovery groups, and other holistic activities.

The event was presented by The Coalition to Protect L.A. Neighborhoods & Jobs/ Stop the Housing Ban, headed for the March 2017 ballot, whose booth at the event provided information on voting against the Neighborhood Integrity Initiative. The initiative is essentially a new housing ban whose passage could increase rents, cost jobs, and



Amoeba's booth featured a wheel spin with prizes such as \$5 off coupons, canvas bags, and psychedelic turntable covers. (Photo by Chuck Jones)

worsen homelessness issues.

The importance of understanding this initiative and the Center's worthy fund-raising goals aside, Sunset & Dine is a terrific night of food-driven entertainment. The range of restaurants and bars made the event a lot of fun, from sushi to cream puffs, from delicious craft cocktails to tastes of trendy new dining spots.

Food stand-outs included the delicate yet spicy flavor in the thin sliced hamachi from new, sleek **Paley** restaurant; mini-pies including the superlative Mexican chocolate from **The Pie Hole**; and vibrant, crisp salads from both **Greenleaf Gourmet Chopshop** and **Sweetgreen**.

**Cleo at Redbury** served up some delicious mini Feta tarts, grape leaves, and hummus. **The Melt** offered a rich macaroni and cheese, as well as a salad featuring grilled cheese croutons. Not cheesy enough? **Smoke's Poutinerie** offered a massive helping of their de-



Restaurants participating at Sunset & Dine included Smoke's Poutinerie (left) and Ciabatta Bar (below). (Photos by Chuck Jones)



# Sunset & Dine Celebrates Five Years

finitive dish: crispy fries topped with gravy and cheese curds.

There were well-known chain spots such as **Dave & Busters**, and **McDonald's**, providing samples of McCafe coffees and sliced apples; and there were food booths from local spots like **ikabsa**, whose Arab cuisine included a really terrific sweet rice, and 100% organic sourcing. **Ciabatta Bar's** delicious breads and **Fabiolus Cucina** pasta were a great introduction to their respective spots, and **Blue C's** sushi was a beautifully crafted mix of sweet green-tea-flavored rice crisp, and spicy fresh fish.

In the beverage area, **The Well** was extremely popular with their delicious on-draft Old Fashioneds; next door, **Stolen Rum** topped smoky tastes with whipped cream, and handed out mens and ladies T-shirts to attendees. **Tinhorn Flats** offered tasty brews, with **John & Pete's Fine Wines and Spirits** also quenching thirsts.

**Amoeba Music** made the evening hum, first spinning records, and then hosting musician **Gabriel Garzon-Montano** live on stage.

Exhibition booths showcased local businesses, schools, residential properties, non-profit organizations and more.

At the Silent Auction, a strong mix of restaurant gift cards, **Pantages Theatre** tickets, and a hotel stay at **Loews Hollywood** netted eager bidders.

One of the most appealing aspects of the event - besides the great food and drink, music, and worthy cause - was the mix of attendees. From families to foodies, there was something for everyone to enjoy, and the low key vibe made this year's Sunset & Dine a great spot to linger as the sun sunk behind a skyline dotted with palm trees and the neon marquis of **El Capitan Theater** in the distance.

-GENIE DAVIS, @GENIEWRITES

Thanks to our restaurants & exhibitors!

- Blue C Sushi
- Chocolate Bar
- Ciabatta Bar
- Cleo at the Redbury
- Dandy Don's HomeMade Ice Cream
- Dave & Busters
- Devotion Vodka
- Diabolo Beverages
- Evian Water
- Fabiolus Cucina
- Greenleaf Gourmet Chopshop
- ikabsa
- John & Pete's Fine Wine & Spirits
- Kiki Made Kitchen
- Magnolia Hollywood
- McDonalds of Hollywood
- The Melt
- Noodle World Jr.
- Paley.
- The Pie Hole
- Primo's Donuts
- Smoke's Poutinerie
- Stolen Rum
- Sweetgreen
- 33 Taps
- Tinhorn Flats
- Urban Masala
- The Well / Vintage Bar Group
- Wood & Vine
- Assemblymember Richard Bloom
- The Camden
- The Center in Hollywood
- Coalition to Protect L.A. Jobs & Neighborhoods/Stop the Housing Ban
- Eastown
- Emerson College Los Angeles
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*let us* **entertain** *you*

**sports**



The 4th Annual Hard Rock Cafe 5K/10K has arrived to Hollywood, California! The chain of theme restaurants that offers the most unique, rocking dining experience at over 175 locations world-wide is now its own 5K/10K race on Saturday, November 5. Starting and finishing at the Hard Rock Cafe, Hollywood, located at the Hollywood and Highland Center, this run through the star-studded Hollywood Blvd, is sure to be the highlight of your running season. Registration for the 5K is \$50; the 10K is \$55 (prices increase on Nov. 4). The race's official charity partner is My Friend's Place.

[www.runhardrockcafe.com](http://www.runhardrockcafe.com)

**events**



The Hollywood Arts Council will present the 6th Annual Spirit of Old Hollywood Gala on Sunday, October 9th in the historic Masonic Lodge at Hollywood Forever Cemetery, 6000 Santa Monica Blvd., from 6:00 – 9:30 p.m. Central to the evening's festivities are séances led by international celebrity psychic and medium Patti Negri, psychic readings, and tours of the cemetery. Tickets for the evening affair are \$50.00 in advance, \$75.00 at the door, and include membership in the Hollywood Arts Council, exciting food bites, a specialty Spiritini cocktail (along with no-host bar), tours and psychic readings.

[www.hollywoodartscouncil.org](http://www.hollywoodartscouncil.org)

**music**



Dublabb and LACE are partnering to produce Tonalism, an all-night ambient happening partly inspired by La Monte Young's Dream House and the happenings of the 50s and 60s by artists such as Terry Riley, John Cage and Yoko Ono. Tonalism will take place from 6:00 p.m. on Saturday, November 19 until 6:00 a.m. the next morning. Visitors are encouraged to bring pillows, cushions, sleeping bags, lay down and listen. The event features live performances and DJ sets in an environment transformed by projections, installations and various multimedia elements.

[www.hollywoodpantages.com](http://www.hollywoodpantages.com)