Hollywood Lights up the Holidays

After an absence of four years, holiday lighting returned to Hollywood Boulevard for the 2017 holiday season, as a result of a joint effort between the Hollywood Chamber of Commerce and the Hollywood Entertainment District (HED). A lighting ceremony was held to show off the new decorations on Monday, November 20th at 6 p.m. at the corner of Hollywood Boulevard and Highland Avenue, adjacent to the Metro Station.

The event was emceed by Leron Gubler, President/CEO of the Hollywood Chamber, Councilmember Mitch O’Farrell, 13th District participated in the event. “Some of Hollywood’s most iconic destinations will sparkle even brighter this holiday season thanks to the Bureau of Street Lighting, the Hollywood Chamber of Commerce, and the

The Hollywood Property Owners Alliance produced the first Jollywood holiday pop-up market on Saturday, December 9, 2017. The event took place in Old Hollywood on the sidewalk extensions off the Walk of Fame between Wilcox Ave. and Cherokee Ave. from 11:30 a.m. to 7:30 p.m. and featured twenty vendors, carolers, musicians, Santa and Mrs. Claus. LACE Gallery participated by hosting its own LA Makers Pop-Up shop.

The event was made possible by the generous support of our Angel sponsors: Emerson College, Galo Medina, and the Hollywood Roosevelt Hotel. Santa’s Helpers sponsors included 1540 Productions, the Hollywood Farmers Market, and Councilmember Mitch O’Farrell.

Jollywood was designed to activate the area known as Old Hollywood, which has not seen the same level of reinvestment as the intersections of Hollywood/Highland and Hollywood/Vine have seen over the past two decades.

The BID made a conscious effort to focus on improving this particular area of Hollywood, and started by bringing together a group of property owners in the area in 2016. Earlier this year, the BID worked with fellows from Coro Southern California who studied the economic, demographic, and historic data for this area. They then presented their findings and recommendations in a presentation titled “A Fresh Take on Old Hollywood” at LACE on January 25, 2017.

One of the key recommendations made by the Coro Fellows was to activate the area with events such as holiday celebrations and block parties. To that end, BID staff went about planning the Jollywood event to bring some holiday cheer to the Boulevard.

Now that the event is over, staff is surveying vendors and attendees in order to make recommendations for next year’s event.

Huge thanks to AMDA College and Conservatory of the Performing Arts and Musicians Institute for providing musicians and carolers for the event. Another big thanks to the merchants who participated by including special offers for attendees: Loteria Grill, Hollywood Toys & Costumes, and Hustler Hollywood.

- Devin Strecker, @DevinTait

Continued on Page 6...
**President’s Message: Looking Forward**

*Fabio Conti Thankful for Bright Spots in Otherwise Challenging Year*

As the Holiday season wraps up and I prepare for Christmas, I was reminded of the practice of giving thanks. While 2017 has been a very challenging year for our community, state, and country, in looking back I realized that there is still much to be thankful for... and to be excited about as we enter the last year of our Business Improvement District (BID).

In 2017 our incredible staff has worked tirelessly with the help of our fantastic board to continue to push our districts to new heights. For example, many of you may have recently noticed the holiday lights on Hollywood Boulevard. With the help of the Hollywood Chamber we were able to brighten up the Boulevard and are looking to expand this in the new year. We have already identified a lighting vendor and are working to install string lights along Cahuenga Boulevard in 2018 which will greatly help to brighten up this popular pedestrian corridor.

Struggling to find a parking lot or location in Hollywood will also become a thing of the past, as our board and staff continue to work with the City of LA and the Hollywood Chamber to implement Hollywood’s first ever wayfinding signage program. The design has been completed, and staff is now working with the council office and community members to identify a funding source to fabricate and install the signage. We still have some work to do, but are excited to bring this much needed project to Hollywood in the future.

Both stomachs and hearts left full from our SIXTH annual Sunset and Dine event. The event was held at the beautiful Columbia Square complex and featured many local eateries showcasing delicious options. Surrounded by the backdrop and energy of Viacom, Neuehouse, and Fender only added to the excitement that is building on Sunset Boulevard as more employers come to our neighborhood!

On a more somber note, aware of the growing public safety concerns board members and staff have met with various elected officials to seek their help in addressing related issues of violence in our community. From the Mayor, the Chief of Police, and more, we have made it clearly known that the “status quo” will not suffice. This past month our board approved a motion to support Assembleymember Jim Cooper's proposed November 2018 ballot initiative that would help curb some of the unintended consequences of Proposition 47, which was approved in November of 2014. Our board remains committed to furthering public safety in Hollywood! We will be meeting with additional elected officials in 2018 and will continue to keep you apprised of our progress.

Lastly, there is no doubt that we are stronger when we are united. The issues that we are facing span our district and that of the Hollywood Entertainment District to the north of us. It is for that reason and after much deliberation that our ad-hoc BID Renewal Committee and board decided that in 2019 we will be combining our two districts into one. This merger will create the largest BID in the City of LA and an organization that will continue to strive and protect the investments we all have made into bringing Hollywood back to life! This renewal process will begin in January 2018 so we ask you to please keep an eye out as information continues to be shared.

In closing, I want to thank each of you as it has been an honor to serve as the CHC President this past year. I have learned so much and remain optimistic about our growing community’s future. The sun is only rising on Sunset Boulevard, and I know we will continue to work hard to see it through. Happy New Year!

- Fabio Conti, CHC Board President

On December 11, 2017, staff, board, and committee members from the Sunset & Vine District presented a $10,000 check to The Center at Blessed Sacrament as a donation from the proceeds of the sixth annual Sunset & Dine Festival. From left to right are Joe Mariani, Paige Shannon, Rome Laredo, Nathan Sheets, Fabio Conti, Josh Garza, Brian Folb, Kascia Sanor, Kelvin Martinez, and Kevin Nye. (Photo by Devin Strecker)
BID’s Security Committee Keeping Vigil Over Neighborhood Issues

As was reported in the last issue of the Only in Hollywood newsletter, this has been a difficult year for businesses and property owners in both BIDs. The continued presence of homeless encampments and the calls into the office regarding random and erratic violent or threatening behaviors on the sidewalks have contributed to a state of unease in the community.

The BID Patrol has been working hard to respond to neighborhood issues, and calls for service continue to strain resources. As the chart below shows, calls for service into 323-465-0122 have been on an upward trajectory for the past five years. As of December 1, the 6,268 calls into the BID Security office represent a more than seven percent increase over this time last year.

Because our officers are responding to calls in their vehicles, it hampers their ability to be visible to the neighborhood through walking and connecting with businesses. To increase the visibility of BID Patrol, BID Security Director, Steve Seyler, has converted a portion of the armed patrol hours into unarmed bike patrols and one full-time homeless outreach specialist.

Andrews International Radio Calls 2007-2017

In 2018, both the Hollywood Entertainment District and Sunset and Vine BIDs will begin their renewal process. The two current board of directors (HPOA and CHC) have decided to merge the two BIDs into one, with the Hollywood Entertainment District BID expanding to include the current Sunset and Vine BID properties. This combination will allow for greater economies of scale, staff efficiency, a stronger voice for the neighborhood, and an increased budget. The goal is to try and increase the level and scope of services provided in the two areas.

As our BIDs have experienced healthy economic growth over the past 10 years, the new BID is intended to meet the needs of residents and employees as they continue to move into our burgeoning neighborhood. Both the HPOA and CHC Boards will also merge, forming one organization that will manage the BID. The board and staff are also looking into the option of forming a 501 (c) 3 organization that will be eligible to receive grant funding and other donations that could potentially allow for creative programming outside of the budget.

Renewal will begin with a petition phase in January, followed by an official ballot vote conducted by the city in spring. Please pay attention to your mail in the coming months as materials will be sent directly to official property addresses. For questions related specifically to renewal, please contact Joseph Mariani at 323-463-6767 or Joe@hollywoodbid.org

- Joseph Mariani, @GoodNewsJoe

There is only so much that the BID Patrol can do, however, as the issues that are surfacing not only in Hollywood, but throughout the city of Los Angeles, relate to societal and public policy forces at work. Both the Sunset and Hollywood BID boards have made it a priority to convey to our elected officials that this trend must be acknowledged and addressed (see page 7).

- Kerry Morrison, @KerryHMorrison

2018 Last Year for Current BIDS

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SVBID / CHC Board Meeting
Tuesday, January 9, 2018
4:00 - 6:00 p.m.

HED/SVBID Joint Security Committee Meeting
Wednesday, January 10, 2018
10:00 - 11:30 a.m.

HED / HPOA Board Meeting
Thursday, January 18, 2018
4:00 p.m. - 6:00 p.m.

HED/SVBID Joint Security Committee Meeting
Wednesday, January 24, 2018
10:00 a.m. - 12:00 noon

Locals Night Pub Crawl
Wednesday, February 14, 2018
6:00 - 8:00 p.m.

All meetings take place at: HED & SVBID Headquarters, 6562 Hollywood Blvd. Please RSVP to 323-463-6767 or info@hollywoodbid.org. Visit www.onlyinhollywood.org to confirm meeting times and locations. All meetings are open to the public.
City of LA’s Waste Hauling Franchise Program
Reycyla Rollout Process Now Underway

The City of Los Angeles has launched a new public private partnership that provides waste and recycling services to all commercial and industrial businesses, institutions, and large multifamily buildings. The new program, called “reycyla” will move the City of Los Angeles closer to achieving “zero waste” through waste reduction, reuse, recycling, and recovery programs. The new program will extend recycling opportunities to everyone in the city. The program divides the city into zones that will be served exclusively by one waste collection company, meaning fewer trucks congesting our neighborhoods and less wear and tear on our streets. The companies will also be required to use only clean-fuel burning trucks, which will help to improve our air quality. Athens Services is the exclusive waste hauler for Hollywood.

There are several protections built into the City’s agreement with haulers:

- No fees or charges may be collected from a customer unless they have been clearly communicated in writing.
- If a customer requests a change in service level that results in a lower rate, the designated reycyla service provider shall adjust the billing amount within seven days of the request.
- If a provider bills a customer an amount higher than appropriate for the service the customer is receiving or an amount higher than the appropriate rate, the provider shall promptly credit the account for the full amount that was overbilled, retroactive to the date the overbilling began.

If you have an issue that needs resolving, call LA Sanitation 24 hours a day, seven days a week: (800) 773-2489. For more information visit reycyla.com.

Representative from LA Sanitation presented information about the new reycyla program at the December board meetings of HPOA (pictured) and CHC. (Photo by Devin Strecker)

Hollywood Seeks Interim Control Ordinance to Alleviate Street Vending Concerns

At City Hall on November 8, 2017, two committees - Economic Development and Public Works & Gang Reduction - held a joint meeting to hear testimony on a report that was issued by the Office of the Chief Legislative Analyst regarding the proposed structure for a sidewalk vending ordinance. In this proposal, the city is recommending the protection of certain high-trafficked areas as exempt from sidewalk vending, and Hollywood Boulevard is on that list. However, many important details remain to be ironed out, especially with respect to how such an ordinance will be enforced. The only tool available to LAPD at present is an “Administrative Code Enforcement” citation, which does not have teeth to deter repeat offenses.

Representing Hollywood at the hearing were representatives from several businesses in the Tourism District Zone, including Ripley’s, Hollywood Wax Museum, Madame Tussaud’s and C.I.M. Kerry Morrison testified that if it takes the estimated nine months to a year to pass this ordinance, Hollywood would ask for an “interim control ordinance” to ban all vending (a moratorium) in the interests of public safety. A subsequent hearing that was scheduled for December 12, 2017 was postponed until the new year.

Meanwhile, Virtual Room Hollywood is the US’s first team-based, immersive VR experience venue.

“Virtual Room Hollywood is being introduced to US audiences in the entertainment capital of the world,” Gilles Ansallem, partner and COO of Virtual Room USA, said. “LA has always been at the intersection of entertainment and technology.”

Virtual Room Hollywood is anticipated to open before the end of 2017 at 6434 Hollywood Boulevard. For details, visit www.virtual-room.com.

- Genie Davis, @GenieWrites

This photo documents the current state of unregulated sidewalk vending, with vendors lined up along a busy bus stop. (Photo by Kerry Morrison)

- Kerry Morrison, @KerryHMorrison

Entertainment Goes Virtual in Hollywood

The latest developments in gaming and entertainment are on offer in Hollywood, which has always been a leader in the industry. Several new businesses have opened, or are opening soon, which utilize cutting edge technology to deliver ultra modern experiences.

Still in soft-opening mode, the Hologram USA Theater (pictured above) has only just begun blasting viewers into the future of cinema. “We are doing a lot of live music events for television as well as daily Hologram shows to the public,” Alki David, CEO and founder, said. “It is our flagship theater for the west coast.”

Hologram USA Theatre uses a patented projection technique which creates the feel of a celebrity or performance being right on stage in front of the viewer. “Virtual Room USA, said. “LA has always been the entertainment capital of the world,” Gilles Ansallem, partner and COO of Virtual Room USA, said. “LA has always been at the intersection of entertainment and technology.”

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- Genie Davis, @GenieWrites

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Morrison Reflects on Stanton Fellowship

Over the past two years, I have had the privilege to serve as a Stanton Fellow, a unique opportunity awarded to a handful of nonprofit executives by the Durfee Foundation. When I presented my inquiry to the application committee in 2015, I said I wanted to explore why it is so difficult to help people with severe mental illness move from the streets to a safe place to live. In Hollywood, starting in 2013, we had begun to track the case studies of the “Top 14” most severely mentally ill, left to languish on our streets. This would serve as the catalyst for my Stanton inquiry.

The Stanton Fellowship reimburses the Fellow for time spent away from the job (up to three months over two years) and also supports expenses associated with travel, research assistance, conferences and the like.

As this two-year journey draws to a close, I am in awe of all that I learned, the people I’ve met, and the opportunities I’ve had to bring new ideas and insights home to L.A. County. In a nutshell, I focused upon three areas in our mental health systems that require attention and change. First, my Fellowship grant helped to spawn an interdisciplinary work-group this summer who tackled the interpretation of “grave disability” which is the determination that a person is unable to interpret or care for a vulnerable population. Many are closing down, thus adding to the crisis of scarce beds for people with a mental disorder. I participated in an ad hoc committee, with the sense, to be gravely disabled, the challenge is to get the various players – paramedics, law enforcement, ER doctors, mental health workers – to agree on the characteristics. This work group led to the creation of a check list which has a good chance of being implemented in the coming year.

A second focus area involved our board and care system, which is often where people with severe mental illness end up living after having spent time in a locked psychiatric facility. Board and care homes are woefully underfunded (at $34/day) for the work they do to care for a vulnerable population. Many are closing down, thus adding to the crisis of scarce beds for people with a mental disorder. I participated in an ad hoc committee, with the

HED Elects New Board Members

At its November board meeting, the Hollywood Property Owners Alliance approved the slate of nominees for the election of directors. The following individuals were appointed to the board:

David Green, Nederlander West Coast; Brian Johnson, Loews Hollywood Hotel; Chad Lewis, Klein Financial Corporation; David Twerdun, LeFrak; Larry Wilkes, Related; and Monica Yamada, CIM Group. Tony Zimbardi, AMDA, was elected to fill a vacant seat. Twerdun and Wilkes were newly elected to the board, while the remaining directors had reapplied for their seats.

Although the board members were elected for three year terms as per the bylaws, the BID is expiring at the end of 2018. In merging with the Central Hollywood Coalition board, all existing directors of both boards will be elected to the newly formed board in 2019.

The board also elected officers for the 2018 term. Chad Lewis was elected president; Katie Zandona, Ullman Investments was elected vice president. Leslie Blumberg, The Fonda Theatre was elected secretary, and Brian Johnson was elected treasurer.

- DEVIN STRECKER, DEVINTAIT

News Briefs

The State of Hollywood Luncheon, The Hollywood Chamber of Commerce’s annual event featuring Councilmember Mitch O’Farrell, will take place on Thursday, January 25 at the Taglyan Cultural Complex, 1201 Vine Street. Tickets to the event, which is expected to sell out, are available at www.hollywoodchamber.net.

Aladdin, the hit Broadway musical, comes to the Hollywood Pantages Theatre from January 10 until March 31, 2018.

Massage Envy is now open at 1639 N. Vine Street, in the historic Hollywood Plaza building. The Hollywood Chamber of Commerce held a ribbon-cutting ceremony for their new state-of-the facility on December 5, 2017. Call 323-870-3689 to book your appointment.
Holiday Lights return to Boulevard

...Continued from Page 1

Hollywood Entertainment District. These seasonal lights will be sure to spread some holiday cheer for residents and visitors alike,” O’Farrell said.

The Chamber and HED worked together on the project since the beginning of July. A request for proposals was sent out to lighting décor firms, and three companies were interviewed by a joint panel. Based on the interviews, the firm of St. Nick’s Commercial Design & Décor, based in Long Beach, was selected.

Under the agreement between the Chamber and HED, the Chamber made the initial investment in purchasing the decorations and the HED will handle the ongoing maintenance, including installation and removal.

“We are pleased to bring even more glitter to Tinseltown this season with spectacular new lights,” said Kerry Morrison, executive director of the Hollywood Entertainment District. “Plus, with the addition of new permanent lighting, residents and visitors to Hollywood Boulevard will get a dose of Hollywood magic all year long.”

The decorations were installed one block either side of the intersections of Hollywood Boulevard with Vine Street and Highland Avenue.

The decorator wrapped 54 palm trees with permanent lighting, and each tree outfitted with two RGB lamps installed under the crown of the tree to light up the palm fronds. In addition, 27 city light poles were adorned with custom-made pole-mounted decorations with a star theme, installed along with decorated commercial green garland with LED lights.

- Matthew Severson, @OnlyInHWD

Sixth Annual Sunset & Dine Donation Breaks Record


Kilroy Realty Corp. was the presenting sponsor. Premiere sponsors included The Los Angeles Film School and Emerson College Los Angeles. Gold sponsors included Eastown, Hudson Pacific Properties, Paramount Contractors and Developers, Skanska and Viacom. Community sponsors included Amoeba Music, Councilmember Mitch O’Farrell, and NthoNet Inc.

Through the proceeds from the event, CHC made a contribution to The Center at Blessed Sacrament for $10,000, the largest contribution ever made by Sunset & Dine!

Thanks to the event planning committee members: Fabio Conti, Brian Folb, Melissa Logan, Arthur Stroyman, and Joyce Williams-Maxwell.

- Devin Strecker, @DevinTait
Productive Meeting with Mayor Garcetti

In October a delegation representing both BIDs travelled to City Hall to meet with Mayor Eric Garcetti and Chief Charlie Beck. The delegation presented a “statement of the problem” (see sidebar) to describe the current state of the community. The conversation with the Mayor was productive and he agreed to a follow up meeting after the first of the year.

A staff liaison was assigned to work with the Hollywood BID and staff, Brian Buchner, and the deputy mayor, Matt Szabo, personally came to the October 19th HED board meeting to convey the Mayor’s commitment to working with us on strategies to address the issues raised. LAPD has continued to stay committed to a daily footbeat on Hollywood Blvd (which has been in place since Labor Day weekend) and this includes captains, detectives, officers, commanders and even occasionally Assistant Chief Mike Moore who will walk the Boulevard.

Additionally, to address the issue associated with people’s belongings on the public right of way, staff is now in discussions with the Mayor’s office and

First of Three Planned Meetings with State Elected Officials

Assemblymember Richard Bloom, left, listens to concerns of property owners in Hollywood, including Fabio Conti, Jan Martin, and Phil Tate. (Photo by Kerry Morrison)

In early December, a smaller group of owners met with Assemblymember Richard Bloom (D-45). In this discussion, the issue was less about homelessness, and more about the impacts of the state’s policies to decriminalize certain behaviors and to shift incarceration and supervision from the state prison system to county jails and probation departments.

It appeared that the issues experienced in Hollywood may not be as widely felt in other parts of Bloom’s district (which extends westward through Beverly Hills, Brentwood, West LA, Santa Monica, Malibu and the like) but he certainly did receive a thorough education regarding the concerns of the Hollywood business community.

In January and February, meetings will be scheduled with State Senator Ben Allen and Assemblymember Terry Friedman and City Attorney Mike Feuer.

Stakeholders in the BID who have issues or concerns to raise are encouraged to attend the monthly Security Committee meetings in the BID office. The meetings are scheduled for the second Wednesday of the month at 10:00 a.m. in the BID office.

- Kerry Morrison, @KerryHMorrison

“Statement of the Problem" shared with Mayor Garcetti and other elected officials

Hollywood is less safe than it was three years ago. Though homelessness is intense, there are plans and strategies in the works to address this issue. Of greater concern is the increased evidence of untreated mental illness and the surfacing of a criminal element that has become emboldened and, in some cases, may be embedded in the homeless population. We are seeing fall-out from the unintended consequences associated with criminal justice reform (109/47/57) and legal settlements (unique to Los Angeles city) that are intended to safeguard the rights of homeless individuals living on our sidewalks but may also be protecting criminal behavior.

- Kerry Morrison, @KerryHMorrison

Students from Musicians Institute formed a caroling group, the Candy Cane Carolers, to perform at Jollywood. (Photo by Gary Leonard)

Carmine Goglia’s Gift of Fame was a sponsoring vendor at Jollywood. Goglia is the only artist exclusively licensed to create hand-painted versions of the Hollywood Walk of Fame stars that celebrities receive when they are honored with a star. (Photo by Gary Leonard)

Rudy Valeros and Zach Jurkovich, both students at Musicians Institute, performed holiday songs at Jollywood. (Photo by Gary Leonard)

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

Page 7 - OnlyInHwd
Japan House is now open at Hollywood and Highland, bringing the culture of Japan stateside. For the inaugural Japan House Los Angeles exhibition, they will introduce works from the fasion label ANREALAGE and designer Kunihiko Morinaga, one of a vanguard of next generation Japanese innovators. The exhibition, A LIGHT UN LIGHT, features ANREALAGE designs on the theme of light, inspired by the experience of daily life in Japan today. The exhibit runs from January 18 through March 21, 2018 in the gallery on Level 2 of H&H.

www.japanhouse.jp/losangeles

Marilyn Manson, the self-styled “Antichrist Superstar,” is the most widely recognised mainstream antihero, becoming a bogeyman for politicians and concerned parents across America during the Nineties and early 2000s. His anarchic vision of dark, arty, industrial “suicide rock” metal paved the way for many of his singles (including “The Dope Show,” “The Beautiful People,” and a cover of Eurythmics' “Sweet Dreams (Are Made of This)”) into the upper echelons of the modern rock charts. He will be performing at the Hollywood Palladium on January 15.

www.livenation.com

Fifty Shades Freed is the upcoming American psychological erotic romantic thriller film starring Dakota Johnson and Jamie Dornan, directed by James Foley and written by Niall Leonard, based on the novel of same name by E. L. James. It is the final film in the Fifty Shades trilogy, and a sequel to Fifty Shades of Grey (2015) and Fifty Shades Darker (2017). The third installment opens just in time for Valentine’s Day on February 9, 2018, at the TCL Chinese Theatre, where it will be shown in IMAX Laser; tickets are on sale now.

www.tclchinesetheatres.com