Property Owners Celebrate Renewal, Expansion of Hollywood Entertainment District, Now the Largest BID in the U.S.

On July 19, the board of the Sunset & Vine District merged with the Hollywood Entertainment District in order to reflect the newly expanded and renewed district, which officially goes into effect on January 1, 2019. The milestone was marked with a "wedding cake" and champagne. (Photo by Devin Strecker)

Property owners marked the vote to renew the Hollywood Entertainment District Business Improvement District (HED) for another ten years – and incorporate the previous Sunset & Vine District – with a cake commemorating the joining of the two business improvement district (BIDs).

The new BID will provide enhanced street cleaning, security services, beautification and homeless outreach in the heart of Hollywood. With an annual budget of $7.4 million funded by 623 property owners (including 303 condominium owners), HED will be the largest BID in the nation when it launches Jan. 1, 2019.

The new BID includes properties on Hollywood and Sunset boulevards (with the 101 freeway as the eastern boundary) and extends along Vine Street and Cahuenga Boulevard. Notable properties in the BID include the Pantages Theatre, Dolby Theatre, Hollywood Roosevelt Hotel, Sunset-Gower and Sunset-Hudson Studios, the Cinerama Dome, and two subway stops anchored at Hollywood & Highland and the W Hotel.

The Hollywood Entertainment District was formed in 1996 as one of the first BIDs in the state. Since then the BID has been renewed and expanded five times. This summer, 85.2 percent of property owners voted to renew and expand the BID. The BID is run by the Hollywood Property Owners Alliance, a 501(c)6 nonprofit owners association, under contract to the City of Los Angeles.

Los Angeles City Councilmember Mitch O’Farrell led a unanimous vote on Sep. 18 to approve construction of a temporary bridge housing facility in Hollywood, the second such project to be established as part of Mayor Garcetti’s ‘A Bridge Home’ program to provide emergency housing for our homeless.

The facility will temporarily house up to 70 people at a time; provide on-site supportive services such as case management, mental health services, and substance abuse programs; include 24/7 security; and will bring enhanced resources to the surrounding neighborhood provided by the Los Angeles Bureau of Sanitation, Police Department (LAPD), and Los Angeles Homeless Services Authority (LAHSA). The facility is expected to be operational for approximately three years.

Morrison to Leave HPOA After Two Decades

Kerry Morrison, who has served as executive director of the Hollywood Property Owners Alliance (HPOA) for 22 years, announced to the board that she will leave HPOA on Feb. 1, 2019, to shift her focus to the region's homeless crisis, with an emphasis on community-based mental health support.

"For more than 20 years Kerry has brought tireless persistence to building a brighter vision of Hollywood. Few have contributed more to improving the quality of life in Hollywood for residents, visitors and tourists," HPOA President Chad Lewis of Klein Financial said. "Her inspired leadership helped make our Hollywood neighborhood an economic powerhouse for the city."

As executive director of HPOA, Morrison oversees the Hollywood Entertainment District and the Sunset & Vine Business Improvement District (BID). Her tenure corresponds with a “Hollywood Renaissance,” including $4.8 billion in investments in major

Continued on Page 5...
President’s Message: Turning Point for Hollywood

The year 2018 will go down in the history of the BID as one of those bellwether years that signals change and forward momentum. It has been a year of unprecedented activity for both the board and staff - punctuated in the middle by the approval by the City Council of a renewed Hollywood Entertainment District for another ten years.

Since the votes were counted approving the renewal in June, the focus has shifted to preparing for January 2019, when new services commence and the dividing line between the Hollywood Entertainment District and the Sunset & Vine is officially eliminated. In preparation, the two groups of property owners came together for the first time at the July 19 HPOA board meeting to begin to lay the foundation for the new year and the new BID. The staff prepared the conference room as if a wedding celebration was underway, and when Kerry Morrison erased the Selma dividing line on the wall map, a champagne toast was offered.

Several ad-hoc committees have been formed to work toward making decisions for the new year. Ad-hoc committees to seek competitive bids for our security and maintenance contracts have been hard at work identifying a scope of services for the new year, seeking qualified companies to submit proposals, reading proposals and interviewing candidates. The board is aware that service levels and quality provided by our current incumbent vendors have not been at the level of quality experienced in the past. For this reason, it is the priority of the committees and the board to select the best qualified contractors for the coming year and to negotiate contracts that will provide an assurance of quality control.

Another ad-hoc committee addressing governance and organizational issues worked diligently over the first part of the year to forge a set of bylaws for the expanded board that offered assurance of full participation of board members from both the Hollywood and former Sunset BIDs. This initial board is large (currently with 28 members) but over time, with attrition and a strategic nominating process, we should see the board size shrink to a more manageable number (under 20). The plan is to introduce a more robust committee structure in 2019 which will provide new opportunities for property owner interaction.

The governance committee has also engaged a planning consultant out of Denver, CO who has advised on a framework for developing a strategic plan for the Hollywood Property Owners Alliance next year.

Finally, at the July 19 meeting, our executive director, Kerry Morrison, announced her plan to depart the position she has held for nearly 22 years effective February 1. (See article on p. 1 which details her plans.) Kerry has a passion to pursue change in the county mental health arena, and she wanted to give the board latitude to plan for the demands of the new BID and to find the right staff leader to take us into this exciting new chapter. Kerry's contributions to the success of the BID are numerous, and I look forward to highlighting them in greater detail before she leaves next year. Thanks to the ample notice from Kerry, we have initiated a thoughtful process to replace her and are working with the search firm Berkhemer Clayton to find the right person to lead the new BID.

So, change is in the wind, but we are fortunate to have an extremely committed and talented board to take on these specific tasks in this bellwether year. We also appreciate the efforts and commitment of the staff who have handled the load of BID Renewal and transition. Their commitment and stamina are appreciated.

-CHAD LEWIS, HPOA BOARD PRESIDENT

We are looking for guest bloggers for our website, OnlyInHollywood.org! We want your stories. Call Devin Strecker at 323-463-6767 today!
Locals Night Presents: United We Dance

The Hollywood Property Owners Alliance continues its Locals Night Out series with a community dance party on Hudson Avenue on Thursday, October 11, from 6:00 - 10:00 p.m. The free event is open to all ages.

In addition to local artists, DJs and a dance battle, the event will offer voter registration and information in advance of the upcoming general election. Food and drink options will also be offered.

The event is being coordinated with assistance from Stratiscope and their Activate Hollywood initiative, as well as the organizers of the North Hollywood Art Walk.

The Hollywood Property Owners Alliance will be offering a Haunted Hollywood Walking Tour, a variation on the regular Old Hollywood Walking Tour. Tickets are available in advance at www.oldhollywoodtour.com.

Any organizations or artists that would like to get involved in the event should contact Devon Strecker, 323-463-6767.

Beyond Clean and Safe: Envisioning a New Era

On September 12 and 13, members of the Hollywood Entertainment District board of directors participated in visioning workshops facilitated by PUMA (Progressing Urban Management Associates). The workshops were structured to look at the future of the HED from a high level perspective to inform the CEO search process and establish expectations for the organizational strategic planning process that will be initiated later this year.

Twelve board members attended one of the two workshops, along with representatives from Berkhemer Clayton, Inc., the firm chosen to assist in the CEO recruitment at selection process.

The path forward revealed by the workshops included the following key steps:

1. **Strengthen the district’s clean and safe fundamentals.** Board members acknowledge that the “clean and safe” fundamentals of the HED have slipped in recent years. The board will focus on recommitting to the fundamentals by rebidding the clean and safe contracts (in process) and seeking to employ a senior-level operations director to oversee and monitor these new contracts.

2. **Select a CEO that can build the district’s influence.** Beyond strengthening clean and safe fundamentals, the top board priority is to elevate the influence of the HED and create advocacy capabilities that are proactive.

3. **Diversify revenue and programming through the strategic plan.** The planning process provides the opportunity to evolve the HED beyond its focus on clean and safe services during a critical period in the district’s evolution. Issues of interest to board members include reducing homelessness, improving public spaces, leading community planning efforts and marketing, including improving HED’s overall image, developing a signature event and attracting a stronger retail mix.

“The visioning session with PUMA provided the board with a valuable discussion about the direction and priorities of the newly-merged HED,” Katie Ullman Zandona said. “This initial workshop surfaced ideas for considerations in a larger strategic planning process that is set to begin in 2019.”

In addition to Zandona, board members attending one of the two workshops included Fabio Conti, Brian Folb, David Gajda, Bill Humphrey, Michael Gargano, Chase Gordon, Carol Massie, Drew Planting, Frank Stephan, Arthur Stroyman, and Monica Yamada.

Brad Segal, PUMA, discusses potential new organizational structures for HED board members to consider. (Photo by Devin Strecker)
Media Previews Seventh Annual Sunset & Dine

Select members of the media and social influencers were invited to a preview event on September 6 for the seventh annual Sunset & Dine festival, organized by the Sunset & Vine Business Improvement District.

Three restaurants exhibiting at Sunset & Dine participated in the media preview. The first stop on the tour was Wood & Vine, 6280 Hollywood Blvd. The team there prepared a selection of craft cocktails, hors d’oeuvres, and samples of entrees. The highlight was Chef Rick Sipovic’s pork shank glazed with tequila and honey.

From there, the group proceeded to the brand new Banh Oui sandwich shop, located at 1552 N. Cahuenga Blvd. The establishment’s name translates to “Bread Yes,” a marriage of two languages, Vietnamese and French. That is indicative of the types of food on offer here, and the group was treated to items such as sticky tofu bites, lemon pepper chicken wings, and various takes on the banh mi sandwich. Proprietors Casey Felton and Armen Piskoulian were on hand to serve their creations and give some history of the restaurant, which in a previous incarnation was featured as a pop-up in Silverlake’s Hi-Tech Automotive mechanic shop, and downtown’s weekly outdoor food market Smorgasburg LA before opening their brick and mortar shop in Hollywood.

The last stop on the tour was Duidough Café + Cookie Lab, 6334 Selma Ave. The locally-owned eatery specializes in breakfast, lunch and cookies. Hollywood native David Vanlochem, aka Duido, explained that the only way his parents could get him to read as a child was to put baking recipes and cookbooks in front of him. His passion for cooking led him to open Duidough in May of 2018. The previous occupant of the space, Farmer’s Belly café, had already let Vanlochem set up his cookie lab in the space prior to him taking over the entire café. The Duidough team served samples of their lunch sandwiches, including the popular Veggie Dream before wowing the group with a selection of fresh-baked cookies!

Presented by Kilroy Realty Corporation, Sunset & Dine takes place on Thursday, September 27, at Columbia Square. Guests to the event will sample food, wine and beer from local restaurants while listening to music curated by Amoeba. Proceeds benefit homeless services at The Center at Blessed Sacrament.

The event is made possible through premiere sponsorships from Emerson College LA and Hudson Pacific Properties, and gold sponsorships from Hollywood Center, Hollywood Commercial Realty/Joseph D’Amore, The Los Angeles Film School, Paramount Contractors and Developers, and Robertson Properties Group.

-Devin Strecker, @Devintait
Make Music Day Featured Local Talent

The Hollywood Entertainment District organized the third annual Make Music Hollywood, a free all-ages concert featuring performances all day June 21 at the Egyptian Theatre.

Sponsored by Robertson Properties Group, Wynn Nail Spa, Joseph D’Amore – Hollywood Commercial Realty, and FitNFabs Magazine, the event continued to grow in its third year. The stage, soundsystem, and many performers were provided by AMDA College and Conservatory of the Performing Arts. A special thanks goes to Tony Zimbardi, AMDA, for all his hard work on the event!

Jazz trio The Second Generation performing at Make Music Hollywood. (Photo by Devin Strecker)

The One Voice Choir from Triangle Square, the nation’s first affordable LGBT housing development of individual apartments. (Photo by Devin Strecker)

Free harmonicas were distributed to attendees, courtesy of Hohner. The courtyard space was generously donated by American Cinematheque.

Make Music Hollywood is part of Make Music Los Angeles. Based on France’s Fête de la Musique, a national musical holiday inaugurated in 1982, the festival has become a phenomenon celebrated on the same day in more than 800 cities in 110 countries. Make Music LA engages all communities of Los Angeles in an annual cross-cultural celebration of the power of music and art through musical performances by amateurs, students and professionals.

-Devin Strecker, @DevinTait

Bridge Housing Gains City Council Approval

“...Continued from Page 1

“I want to thank the community for working with my office to make this happen in the 13th District,” said O’Farrell. “The support from area stakeholders, businesses, and organizations underscores the urgent need for a solution to address the homelessness crisis across the city.”

As part of the community outreach for the project, Councilmember O’Farrell’s office hosts an ongoing weekly meeting with stakeholders and representatives from the operators who will manage the facility. People Assisting the Homeless (PATH) and The Center at Blessed Sacrament, two experienced service providers with deep roots in Hollywood.

“Thank you to Councilmember O’Farrell for leading this vote and paving a way forward in the community’s effort to solve our homelessness crisis,” said Joel John Roberts, CEO, PATH. “It is up to all of us to take care of those in our community who need it most. And just like with this project, it will take the entire community, elected leaders and nonprofit partners to solve the city’s homelessness crisis once and for all.”

In addition to the Council action Tuesday, O’Farrell introduced a motion requesting reports on establishing Permanent Supportive Housing at the Schrader lot once the bridge housing facility wraps up service and the operators who will manage the facility. People Assisting the Homeless (PATH) and The Center at Blessed Sacrament, two experienced service providers with deep roots in Hollywood.

“Thank you to Councilmember O’Farrell for leading this vote and paving a way forward in the community’s effort to solve our homelessness crisis,” said Joel John Roberts, CEO, PATH. “It is up to all of us

Sidewalk Vending Ordinance

On September 17, California Governor Jerry Brown signed the Safe Sidewalk Vending Act (SB 946), ending the criminalization of sidewalk vending. While the city of Los Angeles had previously decriminalized sidewalk vending, city council had not yet presented an ordinance to regulate vending. It is now more unclear than ever what, if any, regulation will occur to keep sidewalks in Hollywood safe. Vending has already contributed to the overcrowding of sidewalks, especially in the heavily tourist oriented areas on the Walk of Fame.

Tocaya Organica Hollywood

A new lunchtime spot has opened on the edge of the Sunset & Vine District. Tocaya is located at 6550 Sunset Blvd. and features quality ingredients paired with bold flavors, for a cuisine dubbed “modern organic Mexican.” The restaurant offers a versatile menu of traditional Mexican recipes served in a sophisticated, yet accessible fast casual setting.

Visit www.tocayaorganica.com for full menu, hours, and more!

Get ready to scramble again! In July, the LA Department of Transportation installed a scramble crosswalk at the intersection of Hollywood and Vine. This is the second such crosswalk in Hollywood, after the earlier installation at Hollywood and Highland. Councilmember Mitch O’Farrell tweeted “the new pedestrian safety feature allows people to cross from all corners, in all directions, at the same time.” The cast of “On Your Feet!” at the Pantages Theatre helped dedicate the crosswalk on July 12.

All Hallows’ Eve

The Hollywood Chamber of Commerce Foundation’s annual soiree at Hollywood Forever Cemetery will take place on Wednesday, October 24, from 5:00 - 8:00 p.m. To become a sponsor of the event, contact kaylee@hollywoodchamber.net.
AWESOME NEW BUSINESSES

• **Banh Oui**, 1552 N. Cahuenga Blvd. Having found success as a pop-up at locations throughout Los Angeles, this sandwich shop has found its permanent home in Hollywood (see story on page 4).

• **Keb Bros.**, 1542 N. Cahuenga Blvd. Brothers Romeo and Sergio Syfrig, along with Sergio’s wife, Ana, created this all-organic kebab spot.

• **Line Friends Pop-Up**, 6922 Hollywood Blvd. #101. This incredibly popular retail experience drew over 15,000 people upon its opening. Having previously opened a pop-up in Times Square, the Korean brand is looking to expand stateside. In addition to original Line Friends character merchandise, they also feature the BT21 line, created by Korean boy band, BTS.

Hollywood: Under Construction

Anyone who has driven through Hollywood lately has noticed that street construction has been more noticeable lately. While steel plates, traffic cones, and closed streets can present temporary headaches, the benefits of these projects will be tremendous.

The Safe Routes to Schools project has seen construction along Selma Avenue and Highland Ave. The current roadwork is centered at Selma and Cahuenga and is set to finish by October 5. The goal of the project is to make this a safer corridor for people - particularly children and families - in the area.

Another project to increase pedestrian safety was the recent installation of a scramble crosswalk at Hollywood and Vine.

There has also been construction on Vine Street, Las Palmas Ave., and Selma Ave. relating to laying of fiber optic cable, as well as development-related construction.

seasons of CHANGE

On June 27, board members and staff gathered at 800 Degrees to celebrate the renewal of the Hollywood Entertainment District, and to officially bid farewell to former associate executive director, Joseph Mariani Jr., who has gone on to work with the Hollywood Center development after serving 11 years for the Hollywood Property Owners Alliance.

ABOVE: Katie Ullman Zandona, Ullman Investments; Chase Gordon, Avison Young; and Rich Sarian, HPOA.
BELOW: David Gajda, Hollywood Media Center; Danny Pesqueria, LAPD Hollywood; and Tony Zimbardi, AMDA. (Photos by Devin Strecker)

Dwayne Gathers, Gathers Strategies; Lieutenant Ling, LAPD Hollywood; Leslie Blumberg, Fonda Theatre; Brian Folb, Paramount Contractors & Developers; Stephen Seyler, Andrews International; and Kerry Morrison, HPOA. (Photo by Devin Strecker)
LAPD Chief Moore Visits Hollywood

New LAPD Chief Michel Moore visited with stakeholders in Hollywood at the HPOA office. From left to right are Rudy Salinas; The Center; Fred Rosenthal, Amenton; Chief Moore; Kerry Morrison, HPOA; John Tronson, Avison Young; Steve Seyler, Andrews International; Mike Harkins, Hollywood & Highland; Arthur Stroyman, Kilroy; and Rich Sarian, HPOA. (Photo by Devin Strecker)

Kerry Morrison explains the new boundaries of the HED to LAPD Chief Moore at a meeting in the BID office. (Photo by Devin Strecker)

Morrison Moving on to Next Chapter

...Continued from Page 1

On August 10, the newly appointed Chief of Police for LAPD, Michel Moore, visited the BID Office to hear concerns from property owners and service providers in Hollywood.

“I’m impressed by what Hollywood has done,” Moore said. “The mixed-use developments you’re pursuing is a tremendous idea.”

Moore suggested the BID combine a security ambassador program with technology to help keep Hollywood safe.

...Continued from Page 1

retail, residential, hospitality, commercial and business projects since 2000. The BIDs incorporate all of Hollywood’s most famous assets, including its vibrant Tourism District, the Walk of Fame, historic theatres, post-secondary schools, production studios, a growing hotel scene, thousands of new residential units and major employers like Netflix, Viacom and Capitol Records.

Going forward, Morrison will align with efforts to introduce a new model of care for people experiencing severe mental illness and chronic homelessness in LA County.

Frustrated by what she witnessed with respect to how chronically homeless people with mental illness were marginalized in the U.S. system of care, she submitted a study inquiry to the Durfee Foundation and was awarded a two-year Stanton Fellowship in 2016. Through the fellowship Morrison learned about the transformative work done in Trieste, Italy, which is recognized by the World Health Organization for having one of the most advanced public mental health care systems in the world.

She capped her fellowship by leading a delegation of representatives from the LA County Department of Mental Health, LA Police Department, LA County Jail, LA County Sheriff’s Department, LA County District Attorney, LA City Council, LA Homeless Services Authority, Community Partners, the Superior Court, and a Skid Row service provider to Trieste to see first-hand the Italian emphasis on whole-person care and social recovery. She plans to further this momentum upon leaving the HPOA.

The HPOA board will form a search committee to seek a replacement, and Morrison will remain on board until February to ensure a smooth transition. The Hollywood Property Owners Alliance is a 501(c)6 nonprofit corporation that manages the Hollywood Entertainment District and the Sunset & Vine District business improvement districts (BIDs). Funded by local property owners, the BIDs support beautification, street cleaning, security services and homeless outreach to help deliver a vibrant experience in the entertainment capital of the world.
Back by popular demand, the Broadway sensation “Wicked” returns to the Hollywood Pantages Theatre from November 28, 2018 until January 27, 2019. For those who don’t know, the musical looks at what happened in the Land of Oz... but from a different angle. From the first electrifying note to the final breathtaking moment, “Wicked,” the untold true story of the Witches of Oz - transfixes audiences with its wildly inventive story that USA Today cheers is “a complete triumph. An original musical that will make you laugh, cry, and think.”

Rooftop Cinema Club at Neuehouse presents a series of spooky films to enjoy throughout late October, culminating with a Halloween evening screening of “Halloween: 40th Anniversary.” The original 1978 film stars Jamie Lee Curtis, who returns to the franchise with this year’s new release, once again simply titled “Halloween” and set for release on October 19. Other films at Rooftop Cinema Club for the spooky season include “Hocus Pocus” and “The Witches” on Oct. 26; “The Sixth Sense” on Oct. 28; and “Evil Dead II” on Oct. 30th.

Old Hollywood’s holiday pop-up returns for its second year! On Saturday, December 8, Hudson Avenue north of Hollywood Blvd. will be transformed into Santa Claus Lane complete with seasonal music; curated local vendors; a ‘wassail’ garden featuring holiday cocktails, beer and wine; and of course, Santa and Mrs. Claus! The free event will be fun for all ages and a one-stop-shop for your holiday needs. Post the perfect selfie with our holiday characters and backdrops, and stick around for the snowfall!