January 1, 2019, marked the beginning of a new phase of the Hollywood Entertainment District. Renewed on June 26, 2018, for a period of ten years, the new district includes the entire area formerly known as the Sunset and Vine District. Both BIDs had been managed by the Hollywood Property Owners Alliance, which will manage the new, expanded District.

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 California.

Already, notable changes have gone into effect. On December 15, the cleaning and maintenance contract was taken over by CleanStreet. This is the company that had previously serviced the BIDs prior to September, 2015, and was selected after an extensive bidding process undertaken by the Streetscape and Planning Committee.

Likewise, on January 1, the security contract transferred to Andrews Global Security, the winning bidder on that contract. Many of the long-time patrol officers are being retained in the new contract.

One last big change will occur on February 1, when executive director Kerry Morrison leaves the organization after 22 years, having started at the BID’s beginning in 1996. A committee of board members is currently interviewing candidates for the new position of President and CEO of the Hollywood Property Owners Alliance, and hopes to name the finalist soon.

In the meantime, deputy director Devin Strecker will serve as interim executive director, until the new CEO is in place.

Wayfinding Signage Finally Installed in Hollywood

The first phase of installation of the Hollywood Wayfinding Signage Project has been completed, making it easier for pedestrians to find their way around the neighborhood. New, eye-catching signs now provide guidance to local attractions, public transportation, and other areas of interest.

The project has been a cooperative effort involving the BID, the Hollywood Chamber of Commerce, Council District 13, the Hollywood Historic Trust, LADOT, Metro, and the County of Los Angeles. Hunt Design was employed to design the project.

In addition to the pedestrian wayfinding signs which are now installed, future phases will see the installation of map kiosks, wayfinding signage directed towards vehicles, and new electronic variable-message signs for traffic control.

“This has been many years in the making and we are so thrilled to see our work paying off, while providing an immediate benefit to those who are making their way around Hollywood,” said Rich Sarian, operations director for the HED.
Morrison’s Parting Words

Friends,

As I pen this final message in the BID newsletter, interviews are underway for my successor. I am excited to see who the board picks to serve as the new staff leader for this next exciting chapter in Hollywood.

To assist the Search Committee a few months ago, I created a simple “SWOT” analysis – a four-quadrant box to inform the committee and the candidates about what I thought were the STRENGTHS, WEAKNESSES, OPPORTUNITIES and THREATS facing the BID in the coming year or two. Since I want to finish this year on a high note, I’d like to share a bit about what I see as the strengths and opportunities.

You have a dynamic Board of Directors leading this nonprofit association – made stronger by the wise decision to merge the two BIDs last year, which also resulted in a merged board. The 2019-28 Hollywood Entertainment District – which now represents the largest BID in the state – will benefit from a unified voice at City Hall. From the first meeting of the merged board in July, when we “erased the line” between the two BIDs on our conference room map, this board has put Hollywood first. Coupled with this board is an amazing and dedicated staff! Our intrepid band of five have held down the fort this past year, breaking records in the time it took to gather signatures to support BID Renewal, and seeking competitive bids on not one but two (!) major service contracts to prepare for 2019.

Other strengths? The BID Renewal Committee endowed this new organization with a healthy budget to provide a level of service demanded in this busy area. I believe we are blessed with good relationships with our community leaders and our assessment paying stakeholders.

Despite our current civic challenges with homelessness and related issues, the economic fundamentals of this neighborhood remain strong. This BID is associated with a world-class brand – Hollywood. Tourists flock here year after year. The neighborhood is growing as a diverse residential and commercial work hub.

Opportunities abound, with the positive attraction of Hollywood as a viable place to invest. We have creative industries who clamor for this address, and the more business that arrives, the more the “adjacency factor” kicks in (creatives like to work near each other). Given the incentives to encourage density around transit corridors, I envision a future Hollywood where people truly model the 21st century vision of living without a car – taking advantage of ride-share, flex-cars, METRO, buses, bikes and old-fashioned feet.

I was very excited to hear Councilmember O’Farrell announce his plans for a “HEART of Hollywood” initiative to bring attention to sections of our District that warrant greater consideration (see page 5). I will be watching to see what incentives can be created to help convert vacant buildings and storefronts into places of light and life in the District.

I still remember my first day arriving in Hollywood – December 16, 1996 – a gray day where it was very apparent to me that this community was suffering from decades of decline. The subway was being tunneled under the boulevard and hence there were many vacant storefronts. The BID spanned only six blocks (LaBrea to McCadden) and consisted of 40 owners.

Fast forward to now – and a blur of exciting images surface in my memory: the groundbreaking for Hollywood & Highland in 1998; attending the grand opening of The Lion King in 2000 after the Pantages completed a stunning renovation; attending the first Academy Awards at the Kodak Theatre in 2002; securing the passage of a one-day (Halloween) ban on silly string by the LA City Council in 2004; entering into the contract to manage the Sunset & Vine BID in 2007; attending the grand-opening of the W Hotel in 2010; the groundbreaking for Columbia Square in 2014; moving into our storefront office in the middle of the boulevard in 2015 and finally, successfully renewing an expanded Hollywood Entertainment District in June 2018. These are just a few of hundreds of special memories!

And finally, my humble thanks to my councilmember Mitch O’Farrell and my favorite Hollywood deputy, Dan Halden, who unveiled the biggest surprise of my life with the unveiling of the “Kerry Morrison Square” at the corner of Selma and Hollywood this past month (see page 5). My heart swells with gratitude to see this and I feel like I’ve been the luckiest person alive to have been entrusted with this amazing job serving Hollywood these past 22 years.

-Kerry Morrison, @KerryHMorrison
Directors, Officers Elected for New Year

At the board’s annual meeting on November 15, Michael Pogorzelski reported on behalf of the nominating committee the slate of candidates recommended to be elected as board members. He also explained that while there are 32 board positions authorized by the bylaws, the general consensus among the board members was to be intentional about decreasing the size of the board. Therefore, the slate is smaller than in the past, and the committee recommended filling a total of 24 board positions for 2019.

The slate consisted of Leslie Blumberg, The Fonda Theatre; David Gajda, Hollywood Media Center; and Frank Stephan, Clarett West Development. The slate was approved by the board and all candidates were elected to three-year terms ending in November, 2021.

In addition, Pogorzelski presented the slate of nominees for officer positions on the board. They included Bill Humphrey as president; Katie Zandona as vice president; Frank Stephan as secretary, and Drew Planting as treasurer. The slate of officers was elected by the board for one-year terms.

At the following month’s meeting, Humphrey appointed the following as ex-officio members of the board: Rana Ghadban, Hollywood Chamber of Commerce; Dan Halden, CD13; Mike Harkins, Hollywood + Highland; and Carol Massie, McDonald’s.

Humphrey also announced his recommendations for ad-hoc committees, including strategic planning, compensation, HEART of Hollywood, and homeless plan committees. Ad-hoc committees serve to address a specific goal within a limited time frame. The standing committees, Security, and Streetscape and Planning, will continue in the new year, with more decision making being transferred to the committees who will then present summary reports to the board for approval.

Lastly, Mike Harkins was elected as chair of the new Tourism District Overlay Zone, a new sub-district in the BID comprised of property owners in the area centered at Hollywood and Highland who are assessed an additional fee for services specific to this area. The committee met on December 6, 2018, to begin considering best uses of their funding in the new year.

Meet the New Team
Andrews Global Security

As of January 1, 2019, the new security provider for the Hollywood Entertainment District is Andrews Global Security. The new contract includes an expanded unarmed bike patrol, pictured here in the HPOA office. The team will be visiting businesses to introduce themselves, so keep an eye out!
**YEAR OF THE LOCALS**

**United We Dance**

The BID, in cooperation with EMX, produced United We Dance, a Hollywood Locals Night event, on October 11.

The free event transformed Hudson Ave. into an art walk and dance floor and featured dance battles, local artists, food, and a performance from Scot Nery’s Booby Trap.

*Devin Strecker, @DevinTait*

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**Seventh Annual Sunset & Dine Highlights Restaurants, Benefits Homeless Services**

Thursday, September 27 was a beautiful evening in Hollywood for the seventh annual Sunset & Dine festival, which took place once again at Columbia Square, thanks to presenting sponsor Kilroy Realty Corporation.

This year’s event featured twenty food vendors, mostly local Hollywood restaurants, who provided bites and beverages for the nearly 400 attendees.

On hand to coordinate the silent auction, the staff from The Center in Hollywood helped make the event a success. As a result of the profits from this year’s event, the Sunset & Vine District made a contribution of $5,000 to The Center to help with the homeless services that they provide to Hollywood.

The event was also made possible thanks to our premiere level sponsors, Emerson College and Hudson Pacific Properties; as well as our gold level sponsors: Hollywood Center; Hollywood Commercial Realty/Joseph D’Amore; The Los Angeles Film School; Paramount Contractors and Developers; and Robertson Properties Group.

Sunset & Dine 2019 is scheduled for September 26, so mark your calendars now!

*Devin Strecker, @DevinTait*

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**AWESOME NEW BUSINESSES**

- **Soho Lashes**, 6516 Hollywood Blvd. New clients receive 25% off - just mention this newsletter! Soho Lashes provides lash extension services, waxing, makeup, and more! Visit them online at soholasheshollywood.com for more.

- **Museum of Selfies**, 6757 Hollywood Blvd. At the Museum of Selfies, turn your dreams of being an Instagram celebrity into reality! Perfect for families and influencers alike, guests are immersed into the world of selfies. Visit museumofselfies.com for more.

- **Harold’s Chicken**, 6523 Hollywood Blvd. This popular, 68-year old Chicago chicken shack is coming soon to Hollywood. The new location will be a full service, sit-down establishment. Visit haroldschickencorp.com for more.

Clockwise from top: Chef Yealang Smith and Ken Lutz, Soul Hollywood, served their take on Southern comfort food. The team from Paley Hollywood served Kumiai oysters with cucumber mignonette, smoke salmon chantilly and a beat boba pearl. Katherine Munroe and Chef Rick Sipovic from Wood & Vine served their spicy honey pork shanks. (Photos by Gary Leonard)
Vending Ordinance Approved by City Council

On November 28, 2018, the Los Angeles City Council formally adopted a permit process to legalize sidewalk vending. Five years in the making, the ordinance includes a carve-out for the Hollywood Walk of Fame, something that was advocated for by the Hollywood Property Owners Alliance and the Chamber of Commerce.

“We are elated that in the final ordinance, Council has included a no-vending zone which will prohibit vending within 500 feet of the Walk of Fame,” said Leron Gubler, former President and CEO of the Hollywood Chamber of Commerce.

After Governor Jerry Brown signed the Safe Sidewalk Vending Act, SB 946, the City Council unanimously approved an ordinance to fully legalize street vending in Los Angeles, with guidelines and restrictions for vendors to follow. For instance, vendors must pick up trash; ensure that people can pass on the sidewalks; and do business at a minimum distance from fire hydrants, driveways, curbs, building entrances and other street features. In addition, they must obtain all applicable permits related to business and health as required by the city, county or state.

Another stipulation is that vendors must be three feet away from another vendor. There are additional rules for vending in parks.

The new ordinance went into effect January 1, 2019. The city will soon start handing out permits for vendors, but those details are yet to be worked out. The Bureau of Street Services is to oversee the program.

-DEVIN STRECKER, @DEVINTAIT

Bridge Housing Under Construction; Delayed

The Los Angeles City Council, at their December 13, 2018 meeting, approved plans to move forward with a bridge housing facility at 1533 N. Schrader Blvd. The bridge housing is part of the Mayor’s citywide initiative, “A Bridge Home,” to encourage the location of at least one shelter in each of the city’s 15 council districts. The city is negotiating with People Assisting the Homeless (PATH) to operate the facility, and LAHSA will be entering into an agreement with Hollywood-based service provider, The Center, to provide the wellness programming and case management.

The Schrader site is currently a city parking lot and the bridge housing is envisioned as a temporary use (three years). It will accommodate 70 people who are currently homeless on the streets of Hollywood.

Funding for the facility comes through a combination of Measure H county homeless funds and a state emergency aid program. The bridge housing will be constructed by the city’s Bureau of Engineering and will consist of a tent-like structure that will also include hygiene and laundry facilities, an administration trailer, an exterior dining and food preparation area, storage, and facilities to accommodate pets.

Construction is underway and the facility is anticipated to open before the end of February. Measure H-funded outreach teams assigned to the Hollywood area are already working on the list of the first guests to move into this facility. It is anticipated that as housing options become available, these beds will be churned to accept new temporary residents.

-KERRY MORRISON, @KERRYHMORRISON

Construction of a temporary bridge housing facility is underway at 1533 N. Schrader Blvd. in Hollywood. The facility is expected to open in February, 2019. (Photo by Devin Strecker)

News Briefs

Hollywood Community Plan The city has released the draft of the Hollywood Community Plan and the EIR for a public comment period. The plan, last updated in 1988, lays out land use policies to guide future development in the community (an attempt to update the plan in 2012 was blocked in court). Property owners are encouraged to review the plan and provide comments to the city by the January 31, 2019 deadline. There is an interactive map that you can utilize to see how your property is impacted by density and zoning proposals in the plan. Visit https://www.hcpu2.org for all the relevant information.

HEART of Hollywood Hollywood’s own Councilmember Mitch O’Farrell begins 2019 with the launch of a major new initiative, HEART of Hollywood, headed by his longtime area deputy Dan Halden, who will serve as its Director. This long-term strategic approach will devote full time attention to the historic core of Hollywood, particularly Hollywood Blvd and the Walk of Fame, with the goal of attracting world-class investment; championing the preservation and re-use of historic structures; improving the pedestrian experience; and providing neighborhood-serving and world-class tourist experiences, amenities, and uses.

Kerry Morrison Square On December 14, Councilmember Mitch O’Farrell, LA DOT, and many family, friends and colleagues honored HPOA executive director with Kerry Morrison Square. A plaque was unveiled at the intersection of Vine Street and Selma Avenue naming the square in Ms. Morrison’s honor after her 22 years of service to Hollywood. Similarly, Leron Gubler of the Hollywood Chamber was honored with his own square at Hollywood Blvd. and Sycamore Ave.

Evan Kaizer, Fabio Conti, Kerry Morrison, Steve Ullman, and Frank Stephan at Kerry Morrison Square. (Photo by Devin Strecker)

-V Via @hcpu2.org for all the relevant information.
Mrs. Claus, Elf, and Santa arrived at Jollywood on Los Angeles Fire Department Engine 27, from Battalion 5, to kick off the evening’s festivities. (Photo by Gary Leonard)

second annual

Jollywood

Jollywood is a free holiday pop-up party along the Hollywood Walk of Fame, produced for two years now by the HED.

For one night only, the community event held under the stars at Eastown’s paseo had something for all ages, including Santa Claus arriving on an LA Fire Department fire truck, holiday cocktails and food, musical performances, and a holiday gift market featuring local vendors.

A modern take on an old-world “Wassail Garden” featured holiday cocktails for purchase, including wassail, wine and champagne, hosted by Wood & Vine. Shake Shack provided complimentary holiday shakes, and Dunkin’ Donuts provided hot chocolate and munchkins.

The event was made possible by generations sponsorships from our star sponsors, CVS Health, and Crescent Heights. Angel sponsors included 15/40 Productions, Emerson College, Joseph D’Amore, and Galo Medina. Santa’s helpers included Councilmember Mitch O’Farrell, Hollywood Pantages Theatre, Metro, and Wynn Nail Spa.

A raffle was held to raise funds for the Widows, Orphans & Disabled Fireman’s Fund, the official charity of the Los Angeles Fireman’s Relief Association. Businesses donating prizes for the raffle included W Hollywood Hotel; Loews Hollywood Hotel; Wood & Vine; TCL Chinese Theatre; Pantages Theatre; and Greenleaf Gourmet Chopshop.

-Devin Strecker, @DevinTait

Megan Lysholm, Hollywood Toys and Costumes, vended holiday items from the Hollywood Christmas Shoppe, located inside Hollywood Toys and Costumes. (Photo by Gary Leonard)

The Center in Hollywood hosted a holiday ornament making station for all ages. (Photo by Gary Leonard)

Above: Dan Halden, CD13; Devin Strecker, HPOA; and Councilmember Mitch O’Farrell at Jollywood.

Right: The Goode Time Carolers; Rayssa; and The Blasting Company were featured musical performers at Jollywood. (Photos by Gary Leonard)
In light of the many meetings, mailings, and presentations made throughout the past year relating to BID renewal, contract negotiations, and strategic planning for the future, it was decided to combine the 2018 Annual All Property Owners Meeting with a holiday open house. Kerry Morrison presented a “year in photos” presentation and introduced the new board president, Bill Humphrey, as well as our new maintenance and security contractors, on December 20, 2018, at the HPOA office.

Bill Humphrey, Hudson Media Properties and HPOA Board President, discusses his objectives and goals for the new year at the holiday open house. (Photo by Devin Strecker)

Stephen Seyler, BID security director, and Lorin Lappin, finance manager. (Photo by Devin Strecker)

Phil Erenberg, the Hollywood Building; April Clemmer, HPOA; Leslie Blumberg, the Fonda Theatre, and Tiffany Taylor, the Outpost Building. (Photo by Devin Strecker)

David Twerdun, LeFrak; Jeffrey Nourafshan, Reliable Properties; Monica Yamada, CIM Group; and Bradley Nourafshan, Reliable Properties. (Photo by Devin Strecker)

Bill Tovar, Paramount Contractors and Developers; Catherine Parker, 1724 Highland; and Cheryl St. Julien, Alaya Hollywood. (Photo by Devin Strecker)

Todd Lindgren, Leron Gubler, and Kerry Morrison at Gubler’s farewell celebration at the Hollywood Roosevelt Hotel on December 12. Gubler retired from the Hollywood Chamber of Commerce after service as President and CEO for 26 years. (Photo by Devin Strecker)

Michael Gargano, Evan Kaizer, and David Green at the HPOA annual board dinner at 1600 Vine on November 15. (Photo by Devin Strecker)

Mark Stephenson, Hollywood United Methodist Church, is presented with a plaque from Kerry Morrison, honoring his years of service to the HPOA board of directors as he departs the organization. (Photo by Devin Strecker)

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

@onlyinhwd
Winner of 4 Tony Awards including Best Musical Revival, Broadway’s most beloved musical is back where it belongs! Directed by Tony winner Jerry Zaks and featuring choreography by Tony winner Warren Carlyle, “Hello, Dolly!” is “the best show of the year” (NPR). Rolling Stone calls it “a must-see event. A musical comedy dream. If you’re lucky enough to score a ticket, you’ll be seeing something historic. Wow, wow, wow indeed!” Tony Award winner Betty Buckley stars in the touring show which visits Hollywood Pantages from January 29 to February 17, 2019.

www.hollywoodpantages.com

“Short Shorts Film Festival in Hollywood” is a one-day film festival program that aims to introduce the world of Japanese and international short films through screenings, live discussions, and presentations by industry leaders. Short Shorts first visited Hollywood in 2002, and JAPAN HOUSE Los Angeles will bring the festival back in 2019, following its grand opening in Hollywood & Highland in August. Originally conceived to promote short films to a Japanese audience, the Short Shorts Film Festival has grown to receive over 10,000 short film submissions from over 130 countries annually.

www.japanhouse.jp/losangeles

Singer-songwriter and actress Sharon Van Etten celebrates her new album, “Remind Me Tomorrow” (Jagjaguwar), with a live performance followed by a signing of her new album at Amoeba Hollywood Thursday, January 17th at 6pm! Purchase your copy of “Remind Me Tomorrow” on Amoeba Exclusive Translucent Violet Vinyl, CD or LP in-store only at Amoeba Hollywood on 1/17 to meet Sharon and attend the signing after the show. Space is limited. Show is free and all ages. Purchase required to attend signing.

www.amoeba.com