HPOA Strategic Plan Adopted

The Hollywood In Focus strategic plan was formally adopted in September. In addition to establishing the four goals (seen at right), it also includes both a mission statement and vision statement.

**VISION** Hollywood: Where Experiences Exceed Expectations.

**MISSION** To enhance the appeal, vitality, and well-being of the Hollywood community from the ground up.

The plan suggests two key pivots for the organization. First, the plan aims to expand the culture of the organization from being primarily property owner focused to one that considers stakeholders representing a broad range of interests in the Hollywood Entertainment District, including residents, business owners, employees and others.

Secondly, while enhanced clean and safe services will continue to be a core function, the organization is also poised to diversify areas of service beyond clean, safe and hospitality. In particular, the plan recommends HPOA begin a research and data collection function to support advocacy and policy efforts that advance the HED’s economic interests.

For the full plan, visit onlyinhollywood.org/strategicplan.

**WHAT’S INSIDE...**

On page 2: HPOA President & CEO Kris Larson discusses the BID’s new strategic plan, Hollywood In Focus. In the photo above, Larson presents the plan to the board at the September 19, 2019 meeting, where it was officially adopted. (Photo by Devin Strecker)

On page 4: Local restaurants, including Division 3 pictured above, participated in the BID’s annual food festival, the 8th Annual Sunset & Dine, held at Columbia Square on Sep. 27. (Photo by Gary Leonard)

On Page 6: The fourth annual Make Music Hollywood featured local performers, such as Rayssa from Musicians Institute. (Photo by Tony Zimbardi)

Cahuenga Boulevard Gets Lit

HPOA, in partnership with private property owners, installed string lights overhead and wrapped on palm trees on Cahuenga Blvd., between Hollywood Blvd. and Sunset Blvd. (Photo by Rich Sarian)
Calling All Super Heroes: Be Part of Hollywood’s Future!

On September 19th, the HPOA Board of Directors unanimously adopted the Hollywood in Focus 5-year organizational strategic plan. While the term “strategic plan” can evoke eye-rolling connotations of corporate jargon and business buzzwords for some – the plan’s passage truly establishes a pivot point for the HPOA both in terms of our programmatic focus and our management culture. Hollywood in Focus contains four key goals to summarize our intent, each with accompanying objectives and measurable tactics. The plan clarifies our focus and establishes a structure of performance and accountability.

Hollywood in Focus also introduces new ideas, such as the integration of customer-service focused deployment of hospitality ambassadors to help curate better visitor experiences for visitors, fostering a healthy, lush tree canopy to help create more areas of shady refuge, and working to expand our BID patrol to eventually achieve a 24-hour presence. We’ll also be expanding our investments in lighting – both to enable the district to feel safer but also to enliven and accentuate the district’s built assets. These new emphases all build off the organization’s core focus: clean and safe. That priority isn’t changing – in fact, we’re just establishing higher expectations for improved outcomes in both areas.

To do that, we’re refreshing our understanding of the programs and their respective management culture. Historically, the programs have been mostly single-purposed. Our largest program, focused on safety and security, has spent years responding to the needs of our stakeholders and where appropriate, even arresting a few bad guys. These are admirable and important tasks, but the program of the future will also spend time addressing the things that we all hope someone will fix.

We’re no longer going to simply pass by a problem and hope that a caped crusader will save the day. We’re going to begin each shift understanding that we’re the heroes, and that we have the opportunity to help people and reinforce good behavior on every block in every moment – from the big things such as trespassing to the seemingly small ones such as illegal scooter riding on the sidewalk.

Instead of waiting for a call, we’re going to spend more time out on patrol – and not necessarily just looking for bad guys. We’re going to be looking for anything that needs attention – a family looking for a kid-friendly restaurant, an overflowing trash can, or even a leaky pipe that creates a potential slip hazard on the Walk of Fame. Where we can – we’ll solve those problems on the spot or report them to the persons who can remedy them. Our new approach will focus on modeling ideal citizen behavior and addressing the many types of challenges that occur to people with the public realm.

What’s most important is the human experience in Hollywood. How we get there will involve the many partners and programs outlined in the plan. While our BID will demonstrate leadership and excellence in compelling a cleaner, more beautiful urban environment – that effort will be focused on place management for the benefit of those who live, work, and enjoy the Hollywood community. To that end, the plan also envisions building an organization that is inclusive by design and features more diverse representation of the community within our decision-making framework. I encourage you to log onto our website, read the plan, and let us know how you would like to be involved in Hollywood’s future. I’ll make sure we have extra capes.

-KRISTOPHER LARSON, AICP, @DOWNTOWNKL
PRESIDENT & CEO

For maintenance needs, please make a service request on our website: www.onlyinhollywood.org

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<th>Hollywood Property Owners Alliance Board of Directors</th>
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<td>Bill Humphrey - Chair</td>
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| You are Invited!                                      |
| Annual All Property Owners Meeting                   |
| HOLLYWOOD IN FOCUS                                    |
| A gathering of stakeholders from the Hollywood Entertainment District BID |
| Tuesday, October 22, 2019                             |
| 4:00 p.m. to 5:30 p.m. program                        |
| 5:30 p.m. to 6:30 p.m. wine reception and appetizers |

| Japan House Los Angeles                               |
| 6801 Hollywood Blvd., Hollywood CA, 90028             |
| parking available in Hollywood & Highland garage      |
| RSVP to the BID office at 323-463-6767                 |
| or email april@hollywoodbid.org                       |

Hear a district update from Councilmember Mitch O’Farrell; overview of the new strategic plan, Hollywood in Focus, by President and CEO, Kristopher Larson; and exciting news from major property owners, including the new owners of Hollywood & Highland, DJM.

| Hollywood in Focus                                    |
| A, focus, and management culture.                     |
| The plan clarifies our focus and establishes a structure of performance and accountability. The plan introduces new ideas, such as the integration of customer-service focused deployment of hospitality ambassadors to help curate better visitor experiences for visitors, fostering a healthy, lush tree canopy to help create more areas of shady refuge, and working to expand our BID patrol to eventually achieve a 24-hour presence. We’ll also be expanding our investments in lighting – both to enable the district to feel safer but also to enliven and accentuate the district’s built assets. These new emphases all build off the organization’s core focus: clean and safe. That priority isn’t changing – in fact, we’re just establishing higher expectations for improved outcomes in both areas.

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Momentum Builds for a More Welcoming Hollywood

Hollywood Entertainment District appoints Ruben Lechuga as its first VP of urban place management, part of the business improvement district’s comprehensive push to enhance the street-level experience in Hollywood.

The Hollywood Entertainment District named Ruben Lechuga as its vice president of urban place management as part of a comprehensive plan to enhance the street-level experience in Hollywood. In the newly created position, Lechuga will lead maintenance, beautification, security services, outreach and a new Hospitality Ambassadors program for the business improvement district (BID).

“We’re excited to welcome Ruben, and the tremendous experience he brings, to our team. His background that combines blending hospitality with safety and security is the perfect match for the Hollywood community. Under his leadership, I expect our place management programs will take a big step forward,” Kristopher ‘Kris’ Larson, president and CEO of the Hollywood Property Owners Alliance, the nonprofit organization which manages the Hollywood Entertainment District BID, said.

The BID’s renewed focus on place management comes at a pivotal time for the neighborhood. Office space is in high demand from new tenants like Netflix and Viacom, and a doubling of residential units is expected in the area between 2015 and 2022.

Lechuga will oversee a range of BID initiatives, including enhanced security for quality of life, street cleaning, and the launch of the new Hospitality Ambassadors program. Expected to be deployed early next year, Hospitality Ambassadors will be a visible presence on Hollywood Boulevard, helping residents and visitors navigate the neighborhood. Other initiatives focus on “greening” Hollywood by cultivating the health of its street trees, plantings and hanging baskets, and new public art and lighting will be installed to reflect the creativity and imagination of Hollywood. The BID also is working in coordination with the city to enhance walkability on the Walk of Fame.

The new BID priorities were identified through a strategic planning process guided by extensive community input, including more than 900 survey responses from Hollywood residents. The development of the five-year plan, called Hollywood in Focus, was aligned with the expansion of the BID last summer. The BID now has an annual budget of $7.4 million funded by 623 property owners, primarily used to fund security and street cleaning.

As vice president of urban place management, Lechuga will also work to deepen relationships with local community members, business leaders, policymakers and elected officials, law enforcement, nonprofit organizations and other BIDs, bringing diverse audiences and voices together around a unified vision for a cleaner, safer and more beautiful Hollywood.

Lechuga comes to the Hollywood Entertainment District having previously led AEG Facilities’ Security and Guest Services departments at the Los Angeles Convention Center within the LA Live Entertainment District. Prior to that he worked for the San Manuel Band of Mission Indians Department of Public Safety for 17 years, where he oversaw security for the reservation, casino, entertainment properties and programming as part of the senior management team.

Lechuga earned his Executive MBA from Claremont Graduate University’s Drucker School of Management.

“The first touchpoints that represent a neighborhood to visitors and property owners are often security staff and clean teams,” said Lechuga. “People feel welcomed when an area is clean and safe. With a focus on the guest experience, I look forward to making Hollywood even more inviting.”

Ruben Lechuga serves as the Vice President of Urban Place Management for the Hollywood Property Owners Alliance. (Courtesy photo)
A Taste of Hollywood

The BID contracted with a PR firm, Zapwater Communications, to promote the 8th Annual Sunset & Dine. In advance of the festival, an exclusive media preview was held for writers, bloggers, and influencers. Four of the featured restaurants participated in this preview:

- Wood & Vine
- Jane Q
- Intelligentsia Coffeebar
- Cleo

Huge thanks to these establishments for going above and beyond to show Hollywood in the best light!

The following businesses also participated in the festival on Thursday, Sep. 27:

- Angel City Brewery
- Bibibop Asian Grill
- Bobby Salazar’s Mexican Foods
- Ciabatta Bar
- Dave & Busters
- Delicious Pizza
- Division 3
- Farm Fresh To You
- McDonalds
- My/Mo Mochi Ice Cream
- Rubies + Diamonds
- Sculpterra Winery
- Spitz
- 25 Degrees
- Urban Masala

The event was made possible by these generous sponsors:

- Kilroy Realty Corporation, Presenting Sponsor
- Hudson Pacific Properties, Premiere Sponsor

Gold Sponsors:
- Emerson College Los Angeles
- LA1446/LA1440 Apartments
- The Los Angeles Film School
- Paramount Contractors & Developers

Community Sponsors:
- Amoeba Music
- getaround
- Hollywood Chamber of Commerce
- Ntho Net, Inc.
- Wynn Nail Spa
- FitNFabs Magazine

Thanks to all the sponsors, hosts, volunteers, vendors, and attendees of the event over the past eight years!

The Final Dine
Sunset for Annual Festival

This year’s 8th Annual Sunset & Dine Festival marked the end of an era for the event. Initially produced by the former Sunset & Vine Business Improvement District, this year it was produced by the Hollywood Entertainment District for the final installment. While the BID will no longer helm the event, it is hoped that another organization may take the event on to its next phase.

Created in 2012 with an idea by restaurateur and Sunset & Vine BID board member, Fabio Conti, the first event was held on Vine Street at what was then known as Academy Hollywood, an outdoor movie theatre owned by the Academy of Motion Picture Arts and Sciences. From there, the event moved several times before landing at Columbia Square, where it had been held the last Thursday of September since 2017.
AMBASSADOR PROGRAM

In August, HPOA hosted a group of board members, representatives from CD13, LAPD, and the Executive Director from the South Park BID for an in-depth discussion about the new ambassador / hospitality component of our operations team. We received encouragement and support for the program from CD13 and LAPD, and Ellen Riotto from the South Park BID talked about their organization’s transition to a hospitality-first model and what it has meant to their community. This dialog will continue through the budget process which will determine the amount of funding available to the program, and then into a competitive RFP process. The goal of the subcommittee working on this effort is to launch this new initiative at the beginning of 2020.

SERVICE PROVIDER INVENTORY

Staff and consultants have built an inventory of the organizations providing homelessness services in Hollywood as a means of better defining the HPOA’s role in addressing the homelessness crisis. More than 50 organizations were interviewed for the research, and the interviews led to a more strategic understanding of the gaps within that ecosystem. HPOA is considering funding to address one of those critical gaps: lack of coordination and communication amongst the providers. The new Goal 1: Place Management committee may determine how to best structure an initiative to address that strategic gap. For more information, contact kris@hollywoodbid.org.

CRA URBAN DESIGN GUIDELINES

Drafts of the Hollywood Blvd./Franklin Ave. Design Guidelines (H/FGD) and the Sunset Blvd. Design Guidelines (SDG) are now available online at craa.org. The Draft Design Guidelines will be presented to and considered by the CRA/LA Governing Board in the upcoming weeks; you are welcome to provide written comments on one or both drafts by October 18, 2019, by submitting them to records@crala.org.

TRIESTE INITIATIVE

Longtime HPOA Executive Director, Kerry Morrison, was featured in the LA Times on Sunday, Oct. 5. The column, written by Steve Lopez, details Morrison’s research into the mental health policy created in Trieste, Italy, and her efforts to bring a pilot program to Hollywood modeled after what she learned there. Read it at lat.ms/2Onm5td.

Serving the residents and businesses in Hollywood, the Sunset & Dine Festival honored some of the most innovative culinary concepts happening near the famed intersection of Sunset and Vine. Attendees over the years were treated to a variety of entertainment curated by Amoeba Music and savored the unique flavors from vendors, including Cleo, Jane Q, Division 3, Delicious Pizza, 25 degrees at the Hollywood Roosevelt, Urban Masala, and Wood & Vine, among others.

This year, participating chefs created notable seasonal dishes and craft cocktails as guests enjoyed an electrifying performance from the cast of Rock of Ages, who now call The Bourbon Room in Hollywood, home.

“At the Sunset & Dine Festival, we want our guests to experience the cultural diversity of the local restaurants and businesses in Hollywood,” said Wally Moran, General Manager of Wood & Vine. “We set the bar high for the 8th annual event and invited return guests as well as first-timers to enjoy the best bites and beverages that our district has to offer.

The Sunset & Dine Festival had become one of most celebrated events in Los Angeles and was recognized as a premier celebration for the greater Hollywood area. Proceeds from the event benefit The Center in Hollywood, a non-profit dedicated to ending isolation and homelessness in Hollywood by offering evidence-based wellness programs, building community, and connecting people to housing.

Dave & Busters participated in the 8th Annual Sunset & Dine. (Photo by Gary Leonard)  
Community sponsor Amoeba Music provided the DJ and sound system. (Photo by Gary Leonard)  
The Center in Hollywood was the beneficiary of the 8th Annual Sunset & Dine. From left to right are Father Frank Buckley, Garry Matthews, Selina Loredo, Rome Loredo, and Marlin Pryor. (Photo by Gary Leonard)
Committees Bring Focus to Hollywood

Consistent with the recommendation from our newly adopted Hollywood in Focus Strategic Plan (see p.24 of the plan), we will be re-organizing our standing committee structure (and amending the bylaws accordingly) to be in alignment with our new plan. Ideally, stakeholders will select the committee most aligned with their interests or expertise. The proposed committees are:

- **Place Management Committee** (Formerly Placemaking and Safety Committees). This committee will offer feedback and guidance to enhance and strengthen the organization’s clean, safe and hospitality ambassador programs (Goal 1).
- **Place Enhancement Committee** (Formerly Placemaking Committee). This committee will provide strategic guidance and recommendations to HPOA staff and the board related to enhancing, activating and beautifying the public realm (Goal 2).
- **Stakeholder Engagement Committee** (New). This committee will assist staff and the board in developing communications and engagement programs, projects and strategies intended to reach, inform, and benefit area stakeholders (Goal 3).
- **Policy & Economic Development Committee** (New). This committee will provide strategic guidance and recommendations to the staff and board related to data collection, policy work, and district advocacy (Goal 4).

Heart of Hollywood Project Update

The HEART of Hollywood initiative, a project of Councilmember Mitch O’Farrell, focuses on quality of life, economic development, and placemaking in the historic core of Hollywood, particularly Hollywood Boulevard and the Walk of Fame. The vision is that Hollywood Blvd. should better serve its neighboring community, while also being one of the world’s great streets and destinations.

HEART of Hollywood is working to build strong relationships and partnerships. This includes working directly with property owners, business owners, residents and other stakeholders on strategies to fill building vacancies, improve quality of life, and more. Dan Halden, director, hosts regular Wednesday morning “Heart to Hearts” - recurring meetings to discuss project updated and build consensus around shared goals.

The architecture and design firm Gensler was hired and has begun to design a streetscape update for the historic Hollywood Walk of Fame, which is currently challenged by limited space for pedestrians, a number of competing elements, and a lack of cohesive infrastructure and aesthetics. On August 22, 2019, the project team held a community open house at the Hollywood Museum. Over 100 community members attended.

Additional components of the HEART of Hollywood initiative include lighting, parking, wayfinding, and the public right-of-way. For more information, contact Dan Halden at 213-254-7214 or daniel.halden@lacity.org.

Photos from Make Music Hollywood 2019

Members of the One Voice Choir from Triangle Square, the LGBT Senior Housing project, perform at Make Music Hollywood at Hollywood and Highland Center on June 21, 2019. (Photo by Tony Zimbardi)

ABOVE: The Late Great Charlie Borski, a band that includes alumni from AMDA, performed at Make Music Hollywood. LEFT: Musicians Institute alumnus Luilse performed as a solo artist this year. She previously appeared at Make Music Hollywood 2018 part of the duo Honey & Jude. (Photos by Tony Zimbardi)
Large-Scale Events Planned for Hollywood

The Hollywood Entertainment District is set to host a number of high-profile events in the coming months, including some of the biggest movie premieres of the year. Most of these events will have associated closure of Hollywood Boulevard, so please refer to navigatehollywood.com for traffic impacts.

Netflix’s “The Irishman,” a crime drama produced and directed by Martin Scorsese, had its world premiere at the New York Film Festival in September. The west coast premiere, which will kick off its limited theatrical run, will take place in Hollywood on October 24. The film stars Robert De Niro, Al Pacino, and Joe Pesci.


Formula 1 Racing is bringing the spectacle of racing to Hollywood Boulevard with a live car run and immersive F1 Festival from Tuesday, October 29 to Wednesday, October 30. The attraction will feature multiple F1 and iconic cars from throughout the ages, giving fans the opportunity to immerse themselves in the world of motorsport. Free tickets for the festival are available from Eventbrite.

2019 State of the Entertainment Industry Conference

The Hollywood Chamber of Commerce presents their annual State of the Entertainment Industry Conference on Thursday, November 21, 2019 at Loews Hollywood Hotel from 9:00 a.m. to 1:30 p.m.

This year’s emcee will be entertainment icon LL Cool J, and the keynote speaker will be mega-entrepreneur Scooter Braun.

The conference helps to inform, engage and provide a networking forum for those in the entertainment industry while driving an important message to our legislators. The event features panel discussions, in-depth conversations, and unique Q & A sessions, all moderated by highly respected entertainment insiders. Awards and recognitions are also part of the program, including the “Commitment to California” Award, which was awarded last year to writer/director/producer Chuck Lorre.

For sponsorship information or tickets, contact the Chamber at 323-469-8311.

Big Changes for Hollywood & Highland Center

In August, it was announced that the Hollywood & Highland Center, the shopping complex that helped spur Tinseltown’s renaissance following the turn of the millennium, has a new owner. As LA Times reported, San Jose real estate company DJM and Gaw Capital USA, the U.S. arm of a Hong Kong private equity firm, have purchased the property and are planning to start renovations next year.

“The retail landscape has shifted, consumer tastes have adapted, and ‘New Hollywood’ is constantly redefining itself,” said Stenn Parton, Chief Retail Officer at DJM in a news release. “With Hollywood & Highland, we at DJM and Gaw Capital are eager to seize the opportunity to create, in the heart of Los Angeles, an environment where the iconic allure of ‘Old Hollywood’ meets the modern innovation of new media.”

The new owners hosted a community outreach event on August 20 to introduce the new team, describe their vision for the property, and hear from neighbors.

DJM will also be a featured speaker at the upcoming HPOA Annual All Property Owners Meeting on October 22 (see page 3 for details). Come learn more about the exciting plans for this landmark property as it embarks on its new chapter!

Continuing the car theme, Disney’s “Ford Vs. Ferrari” will have its theatrical premiere on November 4 at the TCL Chinese Theatre. The biographical drama, based on the rivalry between automobile makers Ford and Ferrari, stars Matt Damon and Christian Bale.

Disney will also premiere the sequel to their smash hit “Frozen,” “Frozen II,” on November 7 at the Dolby Theatre. The computer-animated musical fantasy takes place three years after the events of the first film, which was the highest-grossing animated film of all time until it was surpassed by “The Lion King (2019).”

“Spies In Disguise” is another computer-animated film from Disney which is set to be released on December 25. The premiere will be held at El Capitan Theatre on December 10. It will feature the voices of Will Smith, Tom Holland, Rashida Jones, Reba McEntire and more.

Finally, Lucasfilm and director J.J. Abrams join forces once again to take viewers on an epic journey to a galaxy far, far away. Disney will host the giant premiere of “Star Wars: The Rise of Skywalker” concurrently at El Capitan, Dolby, and TCL Chinese theaters on December 16. The associated closure of Hollywood Blvd. will last over three days.

Have photos from an event or happening that you’d like to share? Send them in! info@hollywoodbid.org
This year 8th annual Beach Goth returns as two intimate Halloween concerts by The Growlers at LA's historic Hollywood Palladium on October 31 & November 1. Expect hand-picked guests, surprises, oddities, art installations and extended headline sets by The Growlers each night. Purchase your tickets at the Hollywood Palladium box office every Saturday from 10am-2pm without service charges for any event at the Hollywood Palladium or Wiltern. The event is all ages and as always, costumes are encouraged. All tickets for this show are general admission, standing room only.

www.hollywoodpalladium.com

The Center's 3rd annual Common Good Gala, scheduled for October 24, is themed around making a “Seat at the Table” for everyone in our community, and especially through the Center’s Community Wellness Program. Sponsorship info is available by contacting Nathan Sheets at (213) 610-3100. The Center’s Wellness programs are essential to connecting individuals largely-unserved in the community of Hollywood and outlying neighborhoods. They are seeking support at all levels so they can continue maintaining this essential program that connects people to community, healthcare and mental healthcare, and housing.

www.thecenterinhollywood.org

AFI FEST 2019 presented by Audi will take place in Hollywood, from November 14-21. The world-class event showcases the best films from across the globe to captivated audiences in Los Angeles. With a diverse and innovative slate of programming, the eight-day film festival presents screenings, panels and conversations, featuring both master filmmakers and new voices. Special events at the festival take place at iconic Hollywood locations, such as the historic TCL Chinese Theatre and the glamorous Hollywood Roosevelt. Tickets available for purchase on Oct. 30.

www.fest.afi.com