

Hollywood Entertainment District Business Improvement District

2020 2nd Quarterly Report

July 29, 2020

Holly L. Wolcott, City Clerk
Office of the City Clerk
200 North Spring Street, Room 395
Los Angeles, CA. 90012

RE: Hollywood Entertainment District Business Improvement District - Second Quarter Report

On behalf of the Board, I would like to present the second quarter report and financial expenditures as required by the Administration Agreement between the City of Los Angeles and the HOLLYWOOD ENTERTAINMENT for the Hollywood Entertainment District Business Improvement District.

Second Quarter Activities

Clean, Safe & Beautification Programs

- In response to the public health pandemic and “Safer at Home” Emergency Order, the safe and clean teams expanded their focus to include wiping down and sterilizing frequently touched hardware in the public realm such as crosswalk signals, trash cans, and door handles. They have also been sanitizing their offices, vehicles, and equipment several times a day. The teams are checking in with those essential businesses that remain open. While numbers for calls for service were down due to the health crisis, the BID maintained its level of service and deployment during this quarter.
- The BID is continuing to track the number of encampments post-opening of the Bridge Housing Shelter in both the BID and Special Enforcement Zone in order to show measurable results which coincides with the operation of the shelter in the BID boundaries.
- The BID Security staff continues to conduct regular counts of the types and number of obstructions in the public right of way since the rollout of the Bureau of Street Services (BSS) Hollywood Walkability Program. The last count within Q2 occurred on June 27, 2020. There was an 74.07% reduction within the TDOZ and 70.37% reduction throughout the greater BID area.
- During the quarter, the Place Management Committee continued to discuss the Hospitality Ambassador program launch and training curriculum. The proposed uniform designs were presented at the May meeting with procurement being finalized in June.
- Due to the reversion to a more restrictive operating environment, the new target date for launching the Hospitality Ambassador Program was moved to August 3, 2020. Hiring of the team was completed including the program manager in June.
- During the recent protests and civil unrest, the clean and safe teams were requested to shelter in place for the safety of the teams. Patrol occurred in other areas of the district. The Place Management Committee reviewed and reflected on protocol from emergency situations.
- The following statistics represent the activities of the HPOA’s security vendor, AGS. The year to date totals reflects the Quarter 2 statistics and corrected statistics collected in Quarter 1.

Calls for Service encompasses flag down/observation/phone calls for service. Previously only phone call/radio calls for service were being reported.

Homeless Referrals reflects the actual times the person accepted the referral. Previously overall outreach statistics were reported regardless if the person accepted a referral.

AGS
Category Q2 Year to Date*
Arrests 12 34
Calls for Service* 1,649 3,605
Business Contacts 13,589 40,426
Citizen Contacts 586 3,364

LAPD Assistance 27 89
Homeless Referrals* 164 330

- The following statistics represent the activities of the HPOA's cleaning and maintenance vendor, Clean Street:

CleanStreet
Category Q2 Year to Date
Graffiti Removal 1,929 3,533
Sticker Removal 2,130 5,178
Bulky Items 124 392
Haz Mat 927 1,415
Trash (Sweeper) 77.63 (Tons) 154.38 (Tons)
Trash (Cans) 71.88 (Tons) 149.02 (Tons)

- The summary of the Lighting Master Plan created for the district by Lighting Design Alliance (LDA) was presented to the Place Enhancement Committee in April. The Committee approved the recommendation for the catenary lights for Sunset Boulevard, catenary lights for Hollywood Boulevard and skytrackers as implementation priority projects for 2020.
- At the April meeting, the Place Enhancement Committee confirmed the scope of tree maintenance as recommended by staff at a cost of approximately \$80,000. The scope includes the trimming of 242 palm trees as well as the large trees in the Zone 1 streets – 73 ficus trees and 75 jacaranda trees. Five (5) proposals were received for the tree trimming services and the Committee approved the recommendation of West Coast Arborists as the vendor. The quote came in under budget and the Board approved the expenditure NTE \$50,000 at the May 21st meeting.
- Set the Scene, the pilot placemaking grant program continued to make progress during this quarter. During the May meeting, the Place Enhancement Committee approved the Arts Bridging the Gap and the Vinyl District applications for the interview stage. The Committee also approved the following abstracts for the application and interview stages: Beautify the Earth, the Punk Rock Marthas, Elvina Beck, and Vix Art Group.
- Eight (8) applications were received in total for the Set the Scene program. Four (4) applications were able to officially apply and be interviewed. The Committee reviewed each project at the June meeting. It was approved to finalize funding for the four projects pending an agreement between HPOA and each applicant, as well as any necessary and requisite government approvals and landlord approvals, and subject to funding from the BID.

Operations, Communication, City Fees & Delinquent Assessments

- In response to the public health pandemic and "Safer at Home" Emergency Order, staff advanced a number of initiatives to assist. The BID shifted the social media focus to the response to the crisis plus updates of hyper-local concern. Staff is conducting a census of still-operating customer-serving businesses in the district to provide an aggregate list that is accessible to the community via the webpage and promoted on social platforms.
- The business directory was compiled and is being continuously updated to help connect residents with essential businesses that are open and those business operating in an online capacity during the pandemic.
- Board members, Goal 3 committee members, and staff participated in a work session with the branding team in April. The purpose of the meeting was to develop a consensus about the final logo recommendation for the full Board's approval.
- The Board approved the organizational branding identity at the April 16th Board meeting.
- Shooting for the videography projects by Watto Studios occurred during this quarter. Two videos currently underway focus on Hollywood's resiliency and tree trimming.
- Proposals were received for the Web Design RFP in May and the Stakeholder Engagement Committee approved the recommendation of Geocentric as the vendor. The Committee discussed ways to enhance the website that will help communicate the BID's message and pertinent information to the audience.
- Recommended by the Executive Committee, the Board approved the organizational statement on racial equity at the June 15th meeting.

- In addition to responding to the civil unrest by releasing a statement on racial equity, the Stakeholder Engagement Committee has committed to furthering the dialog around recovery and unity in our organization and our community.
- The first Quarterly Market report was published on April 30th. Given the emerging impact of the pandemic, the report also includes aggregated, qualitative insights from area real estate investors.
- During this quarter, the BID continued to discuss ideas and interventions and potential advocacy roles needed to support economic recovery. In particular, the organization plans to review and provide public comment on the upcoming Hollywood Community Plan Update draft expected to be released this fall.
- The 2019 Financial Review, prepared by independent accounting firm GTL, LLC was presented and approved by the Board at the April 16, 2020 meeting.
- The Board approved the bylaws for the 501(c)3 organization.
- The Board approved the letter of support to benefit the Hollywood Walk of Fame Master Plan Initiative secure funding for the project.
- Given the current economic conditions due to the pandemic, the Board voted not to levy an increase for the HED BID for the 2020/2021 assessment year at the May 21st meeting. With the recommendation from the TDOZ Steering Committee, the Board voted for a zero assessment for the TDOZ for the 2020/2021 assessment year.
- The Nominating Committee was appointed during this time by the Chair. The Committee consists of Leslie Blumberg, Brian Folb, Chase Gordon, and Jeff Moghavem (chair). The application mailing packet was sent to all property owners in the BID and 22 applications were received. The Committee will discuss the selection considerations and conduct interviews in preparation of the slate announcement mailing in August.

Alley Overlay Program

- Monthly alley services were completed during this quarter.

Tourism Overlay Program

- The Tourism District Overlay Zone (TDOZ) Committee conducted monthly meetings in April.
- At the April 29th Special meeting, due to the pandemic, the TDOZ Committee recommended to cease all supplemental programmatic activities (additional clean / safe in response to tourism) for the remainder of the year and focus on completing the Walk of Fame repairs. An amended budget was approved by the Committee.
- The TDOZ Committee recommended a zero assessment for the TDOZ for 2020/2021 year. With the cessation of services for the remainder of 2020, it would enable the TDOZ to accomplish programmatic priorities of 2021 as planned & budgeted, with service levels then reflecting a return of the tourism economy.

Please contact me at (323) 463-6767 if you have any questions.

Sincerely,

Kristopher Larson, President & CEO

Kristopher Larson

HOLLYWOOD ENTERTAINMENT

Second Quarter Financials

Budget Category	Annual Budget	2nd Quarter Amount Spent	YTD Amount Spent	Projected Remaining Balance
Clean, Safe & Beautification Programs	6439514.27	\$1,412,074.00	\$2,757,817.00	\$3,681,697.27
Operations, Communication, City Fees & Delinquent Assessments	1456094.28	\$257,487.00	\$532,611.00	\$923,483.28
Alley Overlay Program	90383.68	\$22,962.00	\$45,924.00	\$44,459.68
Tourism Overlay Program	387836	\$3,057.00	\$25,220.00	\$362,616.00
Total	\$8,373,828.23	\$1,695,580.00	\$3,361,572.00	\$5,012,256.23