

Hollywood Entertainment District Business Improvement District

2020 3rd Quarterly Report

November 3, 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 - Third Quarter Report

On behalf of the Board, I would like to present the third 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.

Third 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 Q3 occurred on September 26, 2020. There was an 35% increase within the TDOZ and 42.59% increase throughout the greater BID area YTD.
- In late July, the Hospitality Ambassador team concluded the classroom portion of their training and transitioned into deployment within the HED. In August, the focus was learning the district, getting to know the storefront business community, and augmenting district cleaning activities. On September 5, the hospitality team was deployed in their official “informal” attire.
- The updated radio communications project was successfully installed in July. The two-repeater system will be used to strengthen the radio signal in various areas across the BID. The BID is awaiting final connectivity with one of the installed repeaters. 25 additional radios will be ready for distribution when the Hospitality program launches.
- The Place Management Committee discussed the use of armed security within the BID and the purpose and scale of the safety program to ensure it suits the current needs of the community. A subcommittee was established at the July 9th meeting and will research options and make recommendations for best practices to shape the BID’s safety program. The subcommittee will bring back recommendations to the full committee and the Board.
- The Subcommittee met on a weekly basis for five weeks, with meeting facilitated by PUMA, to evaluate the design of the BID’s public safety program. The subcommittee was given an in-depth overview of the current program and how other comparable BIDs are approaching public safety and the design and mechanics of their programs.
- At the September 10th meeting, the subcommittee recommendations were approved the Goal 1 Committee and presented to the Board at the September 17th meeting and were approved in concept. The recommendations included:
 - o Hiring off-duty LAPD officers to respond to the portion of calls we receive that require law enforcement,
 - o Focusing our safety / security patrols on providing pro-active, highly visible coverage,
 - o Expanding our homeless outreach efforts and accompanying them with a specialty cleaning unit that can seek voluntary compliance to allow us to better clean up around sprawling encampments,
 - o Providing de-escalation training to our front line staff, and potentially providing that same training to our businesses that generate a high amount of calls for service,

- o Implementing a stakeholder education & communications program to inform of the organization's new approaches, and
- o Continuing the journey toward an integrated culture of collaboration among of clean, safe, and hospitality teams.

- The following statistics represent the activities of the HPOA's security vendor, AGS:

AGS

Category Q3 Year to Date*

Arrests 18 46

Calls for Service 2,258 5,863

Business Contacts 15,599 56,025

Citizen Contacts 851 4,215

LAPD Assistance 42 131

Homeless Referrals 165 495

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

CleanStreet

Category Q3 Year to Date

Graffiti Removal 2,123 5,656

Sticker Removal 2,164 7,342

Bulky Items 310 702

Haz Mat 714 2,129

Trash (Sweeper) 87.57 (Tons) 242 (Tons)

Trash (Cans) 122.95 (Tons) 272 (Tons)

- The Place Enhancement Committee approve the funding contribution of \$5,000 for the Hollywood Chamber of Commerce's art project in celebration of the 60th anniversary of the Walk of Fame.
- The tree trimming scope - trimming of 242 palm trees as well as the large trees in the Zone 1 streets – 73 ficus trees and 75 jacaranda trees was completed on July 18th. The cost of the project was \$47,810.
- The Place Enhancement Committee approved the motion to move forward with the addition of the lighting of palm trees along Sunset Boulevard to the scope of work for the Lighting Master Plan. A RFQ was released for lighting 30 palms on Sunset Boulevard from Ivar to Argyle. Five bids were received and the Committee approved Mobile Illumination as the vendor, at a cost of NTE \$50,000 at their August 11th meeting. The Board approved this expenditure at their August 20th meeting.
- New waste receptacle plaques with the new logo for The HP were installed on each of the 298 receptacles in 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.
- A Shop Local mailer was sent to each mailbox in 90028 to encourage the neighborhood to support small businesses. This approach represents a hybrid of stakeholder engagement & economic development, whereby the local residential community develops an appreciation for its commercial neighbors
- Two videos under the videography projects were released this quarter and focused on Hollywood's resiliency and urban tree canopy.
- The 2020 Stakeholder Survey was launched in August. Over 300 stakeholders responded about their perceptions of Hollywood and what can be done to improve the community.
- The website redesign project continued this quarter.
- 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.

- To garner footfall counts for Hollywood, The HP recently installed five pedestrian counters at key intersections within the HED.
- The second Quarterly Market report was published on July 31st. Given the emerging impact of the pandemic, the report also includes air travel figures, pedestrian counts, updated information about Covid-19 related impacts, and enhanced demographic data.
- In response to the global pandemic and unfolding economic crisis, the Goal 4 Committee approved a work plan that will better position The HP to advocate for Hollywood's economic interests, support the retention of existing businesses, and develop and implement strategies to that will stabilize and improve the composition of the area's different storefront clusters.
- 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 Nominating Committee, consisting of Leslie Blumberg, Brian Folb, Chase Gordon, and Jeff Moghavem (chair) identified a slate to be elected at the November annual meeting. The slate announcement was sent to the owners in August:

- o Vaughn Davis, Dream Hotels
- o David Gordon, Condominium Owner, The Broadway Hollywood
- o David Green, Nederlander West Coast
- o Bill Humphrey, Hudson Pacific Properties
- o Margaret Ings, Emerson College
- o Amy Lemisch, Netflix
- o Chad Lewis, Klein Financial
- o Joe Rehfeld, Condominium Owner, W Residences Hollywood
- o Larry Wilkes, Related California Residential
- o Monica Yamada, CIM Group

- The Board approved the appointment of Frank Stephan to the vacated 2021 seat at the August 20th meeting.
- The ad-hoc Finance Committee reviewed the internal 2020 amended budget and recommended to the Board for approval at their July 16th meeting.
- The ad-hoc Finance Committee reviewed the first draft of the budget prior to the Board's review at the September 17th Board meeting.
- The Board approved a letter of support for the Walk of Fame Master Plan Grant application on September 17th.
- Robert Benjamin departed from his position as Operations Manager to explore other avenues. His last date at the BID was September 4th.
- Davon Barbour was hired as the Vice President of Advocacy and Economic Development and will lead the implementation of the approved economic recovery workplan and other initiatives of Goal 4 Advocacy and Economic Development. His start date was September 30th.

Alley Overlay Program

- Monthly alley services were completed during this quarter.

Tourism Overlay Program

- The Tourism District Overlay Zone (TDOZ) Committee conducted a monthly meeting in August.
- Phase 1 of the Walk of Fame Restoration project was completed this quarter. This phase included the south side of Hollywood Boulevard between Sycamore and McCadden and the north side between Orange and McCadden. The TDOZ and the Hollywood Historic Trust were financial partners in this phase.

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

Sincerely,

Kristopher Larson, President & CEO

Kristopher Larson

HOLLYWOOD ENTERTAINMENT

Third Quarter Financials

Budget Category	Annual Budget	3rd Quarter Amount Spent	YTD Amount Spent	Projected Remaining Balance
Clean, Safe & Beautification Programs	6439514.27	\$1,582,963.00	\$4,340,780.00	\$2,098,734.27
Operations, Communication, City Fees & Delinquent Assessments	1456094.28	\$262,056.00	\$794,667.00	\$661,427.28
Alley Overlay Program	90383.68	\$22,370.00	\$68,294.00	\$22,089.68
Tourism Overlay Program	387836	\$90,175.00	\$115,395.00	\$272,441.00
Total	\$8,373,828.23	\$1,957,564.00	\$5,319,136.00	\$3,054,692.23