

# Q1 2023 NEWSLETTER



## Letter from President & CEO

Kathleen Rawson, LPM

On February 22, I celebrated my one-year anniversary as President and CEO of The Hollywood Partnership (THP). We have achieved so much in what feels like the blink of an eye. While we still have much more to do, I am proud of what we have accomplished together.

As I reflect on the first quarter of 2023, I am excited to share with you our progress on a few key initiatives in our work plan.

One of our integral achievements was opening the Hollywood Partnership Community Dispatch Center (HPCDC), which will undoubtedly be a critical asset to our community. Since its inception, dispatchers have been responding to approximately 1,000 calls per month, and our teams are working more succinctly with local service agencies.

We launched new virtual software on our website that allows users to digitally tour upcoming development projects and more, from the comfort of their own space. In tandem with the tour launch, we worked with Urbanize LA on an article titled "Hollywood's Future Comes into Frame," highlighting major development trends shaping our district's future and amplifying the narrative that Hollywood is one of LA's fastest-growing neighborhoods.

As we move forward into the rest of the year, we are confident that we will continue to produce great work. I look forward to sharing more updates with you soon. Thank you for your continued support.

## Goal 1 Place Management

On January 25, we officially opened the Hollywood Partnership Community Dispatch Center (HPCDC). This major initiative is a game-changer for the district, offering 24/7, on-demand clean, safe, and hospitality services for Hollywood stakeholders. Dispatchers are easily accessible via a quick call or text to 567-HLY-WOOD, (567)459-9663. To learn more about the work of our ambassadors at the HPCDC, please view our [February/March Operations Report here](#).

In February, we were thrilled to welcome Angela La Riva to the team as Vice President of Operations. Angela previously served as Security Operations Manager for Netflix facilities and in the police departments at Culver City and California State University, Northridge. During her tenure at Netflix, Angela served as a member of the Goal 1 Committee and brings a wealth of district knowledge, professional relationships, and familiarity with our programs to her new role.

2023 Goal 1 Budget: \$6,036,560

2023 Goal 1 Committee Members: Vaughn Davis (Chair), Amy Lemisch, Carol Massie, David Gordon, Diego Lopez, Elizabeth McDonald, Jericho Gilmore, Joe Mariani, Kelly Olin, Olivia McDuff, Sarah Letts, Seth Hallen, Tony Zimbardi

## Goal 2 Place Enhancement

THP worked with the LA Department of Sanitation in February and March to plant more than 60 trees in the Hollywood Entertainment District (HED). These young saplings were sown into empty tree wells to enhance the sidewalk aesthetic and add to the district's tree canopy. THP is partnering with the Los Angeles Beautification Team to ensure these trees are watered and cared for properly.

Rehabilitation work continued on the four Sky Tracker lights at the intersection of Hollywood Blvd. and Vine St. One step remains in this long-awaited process to reignite the iconic lighting elements, reconnecting them to a permanent power source. THP is partnering with LADWP to complete this connection, hoping to complete the project before the end of the year.

The Goal 2 Committee held a study session to discuss the status of the implementation of the Lighting Master Plan, which THP adopted in March 2020. The committee provided feedback to staff on several priorities and strategies for plan implementation. Staff will proceed to explore design and funding options for specific projects and return to the committee with project proposals for approval.

2023 Goal 2 Budget: \$511,370

2023 Goal 2 Committee Members: Chase Gordon, (Chair), Aziz Banayan, Jackie Lugo, Jeffrey Loeb, Jeffrey Moghavam, Jenifer Paquette, Michael Pogorzelski, Natalie Yaru, Parisa Fischer, Tom Pollak, Tony Zimbardi

## Goal 3 Stakeholder Engagement

In January, the marketing team organized a ribbon cutting and press conference for the opening of the HPCDC. The evening's program featured Kathleen Rawson, County Supervisor Lindsey Horvath, Councilmember Hugo Soto-Martinez, Brittney Weissman from Hollywood 4WRD, and LAPD Captain Ray Valois. The event garnered significant media attention from prominent outlets, including CBS, NBC, and ABC, earning more than one billion media impressions for the organization.

Our initial round of outreach for the HPCDC included messaging in curated stakeholder newsletters and social media content. We also hand-delivered free signage to ground-floor businesses throughout the district to share with their customers and employees. In addition, we installed signage for the HPCDC on light poles lining major district corridors.

This year's LA Pride Village will take on Sunday, June 11. Pride-goers can explore 90 vendor booths, two entertainment stages, a bar garden, and more.

2023 Goal 3 Budget: \$564,909

2023 Goal 3 Committee Members: Brian Folb, (Chair), Danny Bitar, David Gordon, Joe Rehfeld, Natalie Yaru, Nathan Sheets, Olivia McDuff, Sarah Russin, Tom Meredith, Vaughn Davis

## Goal 4 Advocacy & Economic Development

THP worked with the online platform Vistity to create a curated, visually impactful virtual experience using points of interest in our district to transport anyone, anywhere, to Hollywood from their web browser. The program launched along with an article in Urbanize LA, highlighting development trends in Hollywood. Visits to our website's Virtual Tour and Development Map pages spiked following the release, with 386 visits and 466 visits, respectively.

In February, our retail consultant Mike Berne presented the organization with findings from the first phase of his study on ground-floor uses in the district. Berne's Memo highlights key insights and market conditions around Hollywood Blvd.'s retail history and potential. The area has an outsized retail footprint that is unrealistic to fill with desirable businesses and calls for a cohesive strategy to leverage the most promising opportunities by focusing on place-specific nodes. Challenges include negative perceptions, spot zoning, façade restrictions, and legacy landlord disinvestment, while strengths include a growing & high-density residential population, a captive tourist segment, its global brand, and the dining and entertainment sectors.

Phase II will address the strengths and challenges identified in Phase I to work towards implementation strategies.

2023 Goal 4 Budget: \$448,398

2023 Goal 4 Committee Members: Jenifer Paquette, (Chair), Chad Lewis, David Gajda, Drew Planting, Larry Wilkes, Marty Shelton, Michael Gargano, Nicole Mihalka, Patrick Nadjat-Haiem, Seth Hallen, William Humphrey