

Q2 2023 NEWSLETTER

Letter from CEO

Despite the unseasonably cold and rainy weather that persisted throughout spring, The Hollywood Partnership remained busy and bustling. Our public realm services were in full swing as we responded to the more than 1,000 monthly calls for service received by our newly opened Hollywood Partnership Community Dispatch Center (HPCDC), and our administrative team continued to focus on the future by exploring projects, partnerships, and opportunities that will advance the district and offer an even better Hollywood experience for everyone.

As our name suggests, partnerships are at the heart of our business, and we're proud to have solidified meaningful connections in Q2.

We tackled significant issues thanks to our partnerships with CD13 Councilmember Hugo Soto-Martinez, LA County Supervisor Lindsay Horvath, and Mayor Karen Bass. Together, we organized an encampment clean-up that was urgently needed, hosted a highly successful face-to-face roundtable discussion in May that addressed critical neighborhood issues with key elected officials, and secured public investment of over \$1.7 million to keep the HPCDC operational and build a much needed public restroom.

We connected with Hollywood 4WRD, CD13, the LA County Department of Mental Health, LAPD, and others to address prolonged problems with homelessness, mental illness, and addiction on our streets. No longer are we working in silos, but instead, meeting regularly to collaborate, share resources, and remain connected in an effort to



make a real impact for those struggling to get back on their feet.

Lastly, we were thrilled to have once again welcomed thousands of Angelenos to Hollywood Blvd. for Pride celebrations on June 11. This free day of community programming brought joy and unity to our neighborhood and was made possible thanks to our valuable partnerships with LA Pride, CD13, and over 40 local sponsor organizations who invested in our Pride Village street festival. With their support, we were able to extend the festivities beyond the parade and provide attendees with access to local businesses and offerings.

Hollywood has a committed and connected team of change-makers dedicated to its well-being. At The Hollywood Partnership, we'll seek every opportunity to ensure we move forward together so our community can thrive.

Kathleen Rawson, LPM
President & CEO

Goal 1 Place Management

Throughout Q2, our dedicated Goal 1 Committee and operations staff worked to expand the HPCDC's operations to turn it into a true collaboration hub for local partners dealing with issues in the public realm. By connecting with like-minded individuals in the area of public safety and social outreach, we began pooling resources and identifying new ways to address the most impactful issues on our streets. To facilitate this collaboration, we established the HP Service Coordination Network, which connects us with organizations working on homelessness, mental illness, and addiction issues in Hollywood. The group meets twice monthly to discuss available resources and programs, encampment cleanups, systemic challenges, and to celebrate crucial wins. We were thrilled to see our efforts result in a major Inside Safe cleanup on El Centro Ave. on June 6. In addition, we established bi-monthly meetings with the HP Public Safety Network, which connects us with private security teams in the neighborhood and local law enforcement agencies. During these meetings, we discuss illegal activity in the public realm, share best practices, and learn from industry experts.

2023 Goal 1 Budget: \$6,099,406

2023 Goal 1 Committee Members: Vaughn Davis (Chair), David Gordon, Diego Lopez, Elizabeth McDonald, Jericho Gilmore, Joe Mariani, Melissa Navas, Kelly Olin, Sarah Letts, Seth Hallen, Tony Zimbardi

Goal 2 Place Enhancement

Exciting progress has been made on two important projects for Goal 2. The refurbishment of the searchlights at Hollywood Blvd. and Vine St. is underway, and we are working closely with LADWP to reconnect them to power after being dark for more than a decade.

Additionally, the Walk of Dames utility box art project is moving forward. The artist is making minor updates to the artwork files, and each of the 15 utility boxes will be scraped and painted before the upgraded wraps are installed. The new wraps are made of a specialized material that is resistant to stickers, tape, and graffiti.

Finally, we secured a substantial amount of funding, including \$1 million from the city and \$500k from Assembly Member Rick Chavez Zbur, to build and operate a state-of-the-art restroom and visitor center near Hollywood Blvd. and Vine St. This high-quality facility will include a restroom concierge and a custodial team that will always be present.

2023 Goal 2 Budget: \$498,354

2023 Goal 2 Committee Members: Chase Gordon, (Chair), Jeffrey Loeb, Jenifer Paquette, Natalie Yaru, Parisa Fischer, Tony Zimbardi

Goal 3 Stakeholder Engagement

On Sunday, June 11, we hosted the LA Pride Parade and Village in partnership with Christopher Street West (LA Pride). This free and inclusive event featured over 140 parade contingents, 14 musical performers, 89 vendor booths, 11 food trucks, and a bar garden, all of which contributed to its massive success. The Hollywood Entertainment District recorded over 140,000 visits on the day of the event, and 35,000 people came out to celebrate Pride Month and the LGBTQIA+ Community at LA Pride Village. Our Pride marketing efforts were incredibly effective and resulted in 1.5 billion media impressions worth an estimated \$14 million in estimated ad value, as well as 28,000 impressions on social media.

A big round of applause goes to our operations and ambassador teams for their dedicated efforts in keeping the event safe, clean, and fun. We also had 60 public safety personnel onsite during the festivities, including partners from LAPD, LAFD, LADOT, and the Red Cross. Over 50 ambassadors, event security staff, and roving bomb detection K-9s were deployed to ensure a secure environment for all attendees.

Special thanks goes out to all of our generous sponsors for supporting this important community event.

2023 Goal 3 Budget: \$552,950

2023 Goal 3 Committee Members: Brian Folb, (Chair), David Gordon, Joe Rehfeld, Natalie Yaru, Sarah Russin, Vaughn Davis

Goal 4 Advocacy & Economic Development

During Q2, Goal 4 moved forward on projects aimed to boost economic development efforts on Hollywood Blvd. We worked with the City of Los Angeles to perform outreach to Hollywood Blvd. stakeholders between Las Palmas Ave. and Ivar Ave. to encourage them to take advantage of the City's JEDI Zone Program, an initiative designed for existing and new businesses, offering access to capital, compliance assistance, permit fee reduction, facade improvement funding, and more.

Additionally, we made significant progress on phase II of our Hollywood Blvd. retail study with MJB Consulting. This stage will provide us with implementation strategies that are specifically designed to address the market challenges and opportunities identified in the project's first phase. Our team is working closely with retail expert Mike Berne to organize an online workshop in early August. This workshop will be attended by key stakeholders and partners, and it will be an excellent opportunity to exchange ideas and insights.

2023 Goal 4 Budget: \$443,328

2023 Goal 4 Committee Members: Jenifer Paquette, (Chair), Marty Shelton, Nicole Mihalka, Patrick Nadjat-Haiem, Seth Hallen, William Humphrey, Amy Lemisch