

Q4 2023 NEWSLETTER



Elected Official's Panel at The Hollywood Partnership's Annual Meeting in November 2023.

Letter from CEO

After a year of hard work, dedication, and having a little bit of fun in the Hollywood Entertainment District (HED), The Hollywood Partnership (THP) had a lot to celebrate at the end of 2023.

We achieved many milestones, such as launching The Hollywood Partnership Community Dispatch Center, hosting our 2nd Annual Pride Parade and Village, and raising over \$3.6 million through our 501(c)(3) affiliate, Hollywood Partnership Community Trust. We are proud of our accomplishments and are ready to continue our efforts with renewed passion and dedication in 2024.

As always, THP looks forward to working with our stakeholders and partners to create a vibrant, thriving, inclusive Hollywood community. Despite the challenges we face, we remain committed to our mission and vision and are confident that we can overcome any obstacles that come our way.

Best,

Kathleen Rawson, LPM
President & CEO

Goal 1 Place Management

Q4 2023 marked the end of an incredible inaugural year for the Hollywood Partnership Community Dispatch Center (HPCDC). In just 12 months, our cleaning, safety, and hospitality ambassadors completed over 289,000 interactions with an average response time of just 11 minutes and a compliance rate of 86%. These statistics are a testament to the dedication and commitment of the HPCDC team towards providing quick and effective service to the community.

In addition to providing services, HPCDC welcomed notable figures, including Mayor Karen Bass, LAPD Chief Michel Moore, and Councilmember Hugo Soto-Martínez, to tour the dispatch facilities and learn more about the services provided. These visits also highlighted ongoing community concerns and the importance of a safe and welcoming Hollywood for the entire LA region.

Finally, we utilized HPCDC to meet with various city and county representatives, along with social service and security partners, to collaborate on ways to ensure the safety and well-being of the community, hosting more than 20 Service Coordination Network meetings and 12 monthly Public Safety Network meetings.

Special thanks to LA County Supervisor Lindsey Horvath for granting Hollywood Partnership Community Trust \$250,000 to maintain HPCDC operations in 2024.

[CLICK HERE TO VIEW THE 2023 HPCDC ANNUAL REPORT](#)

In late Q4, The Partnership's Board of Directors approved the launch of the SafeCity Connect Hollywood Camera Network, an innovative platform that strives to enhance public safety in Hollywood by fostering collaboration between the public and private sectors. This state-of-the-art platform leverages cutting-edge network video technology and a comprehensive end-to-end program development methodology to establish a large-scale camera network focused on the public realm. THP will partner with private property owners across the district to access numerous private security cameras directed toward public rights-of-way. Camera feeds are then consolidated onto a single platform. By providing easy access to a fleet of cameras, we can monitor crucial public safety concerns on our streets and enable the public to access footage upon request.

[CLICK HERE TO LEARN MORE ABOUT SAFECITYCONNECT HOLLYWOOD](#)

2024 Goal 1 Budget:

\$6,246,030

2024 Goal 1 Committee Members:

Vaughn Davis (Chair), Joon Choi, Eric Eisenberg, David Gordon, Sarah Letts, Diego Lopez, Joseph Mariani, Elizabeth McDonald, Lee Miller, Melissa Navas, Kelly Olin, Shawn Savage, Andrea Scuto, Tony Zimbardi

2024 Goal 1 Meeting Dates:

All meetings at 10:30am

January 11	July 11
February 8	August - Hiatus
March 14	September 12
April 11	October 10
May 9	November 14
June 13	December 12

Goal 2 Place Enhancement

Over the years, a lack of City services and public investment has adversely affected Hollywood's public realm. In Q4, Goal 2 aimed to re-establish these sorely needed programs by addressing major issues with key City departments and distinguishing areas requiring immediate attention.

THP walked the district with representatives from the Mayor's Office, CD13 and the Public Works Commission to look at a list of public works projects urgently needed, including street sweeping, curb repairs, the condition of private dumpsters, and more. The group agreed to collaborate on resolutions to a shared list of objectives and to convene on a quarterly basis to ensure this work is getting done.

To address the high cost borne by LA Business Improvement Districts (BIDs) to dispose of public trash collected by our cleaning teams, THP drafted a motion to direct the City Administrative Officer to investigate options for waiving or reimbursing dump fees for all BIDs. We have asked Councilmember Soto-Martínez's policy director to review the motion and consider introducing it to City Council in 2024. Meanwhile, THP has successfully negotiated with the Office of Community Beautification for the City to provide THP with a monthly order of trash bags and paint, which will help alleviate our financial burden.

Additionally, THP is partnering with the California Workforce Development Board to allocate the second \$400,000 of the \$800,000 beautification grant received by Hollywood Partnership Community Trust at the request of Senator Maria Elena Durazo. Planning for approved maintenance and beautification projects in the first phase is currently underway.

2024 Goal 2 Budget:

\$519,834

2024 Goal 2 Committee Members:

Tony Zimbardi (Chair), Mathew Ajayi, Parisa Fischer, Mairead Lawrenson, Anne Mehrrens, Jenifer Paquette, Michael Pogorzelski, Andrea Scuto, Natalie Yaru, Jeff Zarrinam

2024 Goal 2 Meeting Dates:

All meetings at 9:30am

February 13

April 9

June 11

August - Hiatus

October 8

December 10

Goal 3 Stakeholder Engagement

Goal 3 was dancing in the streets in Q4, working with local production company Framework to host a cutting-edge EDM concert featuring international artists Chris Lake and Fisher on Hollywood Blvd. on October 21st. The event successfully drew nearly 12,000 attendees to Hollywood and garnered over 94 million media impressions worldwide. We are grateful for the support of LAPD, LAFD, LADOT, and many other City departments for ensuring a smooth and safe concert for all.

On Thursday, November 16, THP hosted our Annual All Property Owners Meeting + Brunch, with over 200 district stakeholders attending to learn about THP's work in 2023 and to hear from key elected officials including, Senator Maria Elena Durazo, Assemblymember Rick Chavez Zbur, and Councilmember Hugo Soto-Martínez. The meeting concluded with the swearing-in of the 2024 Board of Directors and the election of Chase Gordon from Gordon California Properties as the 2024 Board Chair.

[CLICK HERE TO VIEW THE ANNUAL MEETING PRESENTATION](#)

2024 Goal 3 Budget:

\$565,936

2024 Goal 3 Committee Members:

Brian Folb (Chair), Vaughn Davis, David Gordon, Courtney Hall, Herb Linsey, Joe Rehfeld, Sarah Russin, Alex Sato, Natalie Yaru

2024 Goal 3 Meeting Dates:

All meetings at 3:30pm

February 13	August - Hiatus
April 16	October 15
June 11	December 17

Goal 4 Advocacy & Economic Development

In October, Goal 4 released its Q3 Market Report providing an in-depth analysis of the commercial real estate market in Hollywood and shedding light on the current state of development and investment in the area. The Q4 2023 Market Report will be available in mid February 2024.

[CLICK HERE TO VIEW THE Q3 MARKET REPORT](#)

In celebration of the holidays, THP organized a happy hour event for Hollywood real estate brokers at the former Magari space in Columbia Square. The event was hosted by Kilroy who graciously provided the venue, catering, and bartending staff. Going forward, THP plans to host two broker events per year - one with a focus on sharing information about the market, THP's services, and major City initiatives, and one that's more social in nature to help brokers network and celebrate their contributions to the community.

2024 Goal 4 Budget:

\$440,079

2024 Goal 4 Committee Members:

Jenifer Paquette (Chair), Elvina Beck, Sarah Garber, Seth Hallen, Amy Lemisch, Franc Magana, Patrick Nadjat-Haiem, Marty Shelton

2024 Goal 4 Meeting Dates:

All meetings at 3:00pm

March 14
June 13
September 12
December 12