



About Your East Hollywood Business Improvement District

What's being done in East Hollywood?

Since its founding in 2007, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood. The BID, with the help of local partners, recently finished planting over 100 trees in the area. Once the trees mature, the BID anticipates they will not only make the corridor healthier and prettier, but also more profitable. The BID is also working with partners to improve traffic and pedestrian flow, as well as to paint and freshen up other features of the corridor.

What is the East Hollywood BID?

A BID or 'Property-based Business Improvement District,' is a self-imposed and self-governed benefit assessment district that finances enhanced services.

A BID is 'self-imposed' in that it requires affected property owners to sign petitions and ballots in order to form the district. It is 'self-governed' in that the property and business owner Board of the East Hollywood District, a non-profit organization, makes BID program and management decisions. Property-based BIDs were initiated in California after enabling legislation was approved in 1995. There are now more than 70 BIDs in the State, including more than 30 in Los Angeles business districts alone. More and more, BIDs are viewed as an effective tool to help business districts compete in an increasingly challenging market.

What services does the BID provide?

The BID finances services that are over and above the basic services provided by local government. Services provided by the East Hollywood BID include litter pick-up, side-walk/bus-stop power washing and graffiti removal by uniformed Maintenance Teams.

In addition to these services, the BID provides funds for community improvement and advocacy initiatives that work to improve the District's business climate and overall quality of life, as well as advocating on behalf of the property owners collectively.

For any questions regarding the East Hollywood BID please contact the BID's Executive Director, Nicole Shahanian at Nicole@ehbid.org or via phone at 323-469-8311.

What is the City's role in providing these improvements?

The City's primary role is to exercise its municipal authority to levy the assessment on behalf of the BID community. By having the City assess all affected parties, the BID receives funds from everyone benefiting from the improvements. The City is also authorized to audit or otherwise review the financial condition of the BID. In this way, the City assists the BID membership with oversight and review so that the special assessment is used according to the intentions of the business community.

I already pay taxes! Why pay more for the BID?

Your general property and sales taxes pay for services that are distributed throughout the City and the region. Unlike these general tax dollars, 98 percent of the BID assessments come back to the District for special projects and services that are enjoyed only by the District. In addition, the City of Los Angeles has a citywide policy that they will continue to provide BIDs with the same basic service as they provide to other business districts. By forming a BID, the property owners generate their own funding for maintenance and improvements and determine how the money is spent within the BID boundaries. All funding is returned to the area as determined by the Board of Directors, which puts property owners in the driver's seat when it comes to improving a community.

Who oversees the BID?

A Board of Directors that is elected by the members of the district governs each BID. The Board of Directors has a fiduciary responsibility to the BID and hires the management that administers the BID on a day-to-day basis. The BID's Board of Directors may choose to hire staff, an independent consultant or other entities to administer the BID. Generally, the programs to be provided by a BID are initially determined by the community and are selected based on community needs and desires. Costs associated with delivering the most wanted improvements then form the basis for the eventual BID assessment amount.

NEXT BOARD MEETING

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend.

The next East Hollywood BID Board of Governors meeting is scheduled for 3:30 PM on Tuesday, September 19th

Location TBA

Please contact the BID's Executive Director, Nicole Shahanian for further information or to be added to our e-mail list at Nicole@ehbid.org or via phone at 323-469-8311.

EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS

Q2-2017



EAST HOLLYWOOD BID BOARD 2017

Chairman
Harvey Shield
Temple Kneset Israel

Vice Chairman
Berj Tashjian
Property Owner

Treasurer
Susanna Furios
Church of Scientology, Los Angeles

Secretary
Mark Brady
Barnesdall Plaza

Gerald "Jerry" Clute
Hollywood Presbyterian Medical Center

Jacques Massachi
Property Owner

James Underdown
Center For Inquiry

Ellen Zaman
Children's Hospital Los Angeles

Jeff Zarrinam
Hollywood Hotel

For information please contact:
Nicole Shahanian
Executive Director

Nicole@ehbid.org
www.EHBID.org

Meet the 2017 East Hollywood BID Board of Governors



East Hollywood BID Board: Vice Chairman Berj Tashjian, Treasurer Susanna Furios, Chair Harvey Shield, Jeff Zarrinam, Jacques Massachi, James Underdown.

The East Hollywood BID announced its 2017 Board of Governors earlier this year. Members of the BID's Board are elected to serve a term of two years. A person is eligible for consideration as long as they are an East Hollywood BID Parcel Owner in Good Standing or an authorized representative of a Parcel Owner in Good Standing.

The 2017 BID Board of Governors consists of members:

- Chairman, Harvey Shield, Temple Kneset Israel
- Vice Chairman, Berj Tashjian, Property Owner
- Treasurer, Susanna Furios, Church of Scientology, Los Angeles
- Secretary, Mark Brady, Barnesdall Plaza
- Gerald "Jerry" Clute, Hollywood Presbyterian Medical Center
- Jacques Massachi, Property Owner
- James Underdown, Center For Inquiry
- Ellen Zaman, Children's Hospital Los Angeles
- Jeff Zarrinam, Hollywood Hotel

To learn more about the East Hollywood BID Board of Governors, please visit our website at www.EHBID.org or contact the BID's Executive Director, Nicole Shahanian at Nicole@ehbid.org.

Where in the World is East Hollywood!

BID Surveys the Community

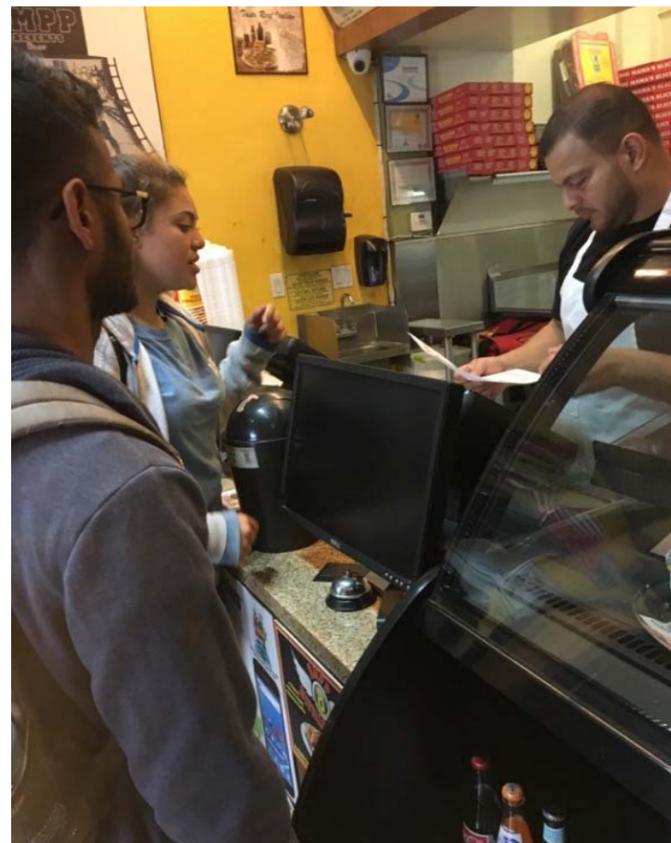


As part of its efforts to improve branding and marketing of the East Hollywood Business Improvement District (EHBID), the BID's Board of Directors issued a survey to Property Owners and Community Stakeholders designed to get a better sense of how East Hollywood is identified within the community.

The survey was distributed to the East Hollywood Neighborhood Council and to all EHBID property owners. Additionally, survey teams were sent to each business within the BID to record survey results on the ground.

Respondents were asked a series of questions relating to the physical boundaries of East Hollywood. Additionally, the survey asked respondents to describe East Hollywood using a list of pre-selected adjectives (e.g. Impoverished, Smart, Historic, Central, Funky, Artsy, Vibrant, Unsafe, Creative, Diverse).

The information gathered from the survey will ultimately be used to help create a branding and marketing campaign for the BID.



2018 Property Assessment Increase

At its May meeting, the BID Board of Governors voted to approve a 3% assessment increase for property owners within the BID for FY 2018. The BID's Management District Plan allots for up to a 3% increase in assessments each year of the BID's operation. The additional funding will allow the BID to continue its streetscape and beautification programs. Whether you work, live, play, shop, or heal in East Hollywood, you should already be seeing some of the work that the East Hollywood BID has been able to accomplish.

The BID was initially established in 2007 to improve the commercial area of East Hollywood through various programs and services designed to increase the commercial activity of the District. From painting light poles and planting trees, to power washing our East Hollywood streets- over the past 10 years, the East Hollywood Business Improvement District (BID) has been hard at work improving the Vermont Avenue corridor of East Hollywood.

To date, the BID has painted over 100 of the lamp-posts along Vermont, making them a consistent shade and with graffiti resistant paint. In addition, the BID will begin repairing the most hazardous sections of the sidewalk along Vermont Ave and ultimately make repairs to have all of the sidewalks throughout the BID be safe, uniform, and clean. Additionally, the East Hollywood BID has planted over 100 trees along

Vermont Ave. between Santa Monica and Sunset. The new trees replaced Chitalpa and Fruitless Olive trees that were found to be an inappropriate tree species for the area and consequently were doing poorly. New tree species planted by the BID included Canary Island Pines, Australian Willows and Chinese Pistache, once mature, the trees will provide improved shade for pedestrians as well as a fresh look to the streetscape.

At the end of 2016, the EHBID completed the first phase of its project to install traffic medians along Vermont Ave. The EHBID's Vermont Ave. medians project was selected as one of the funding recipients through the highly competitive Metro Call for Projects process, as a way to calm traffic and enhance the pedestrian experience in this highly-traveled area of the city. During the initial phase of the project, 4 medians were installed. An additional two medians will be constructed under the second phase of the project for a total of six medians that will stretch from Hollywood Blvd. to Santa Monica Blvd. This area of Vermont Ave. encompasses several major hospitals, two Metro Stations, LA City College, the Braille Institute, religious institutions, many small businesses, and residents, making it a busy corridor for pedestrians and motorists alike.

For further information on the BID's improvement projects please contact Executive Director, Nicole Shahenian at Nicole@EHBID.org.

City Implements Circulation Improvements in Griffith Park

Anyone who follows local issues knows that traffic circulation in and around Griffith Park has been one of the most contentious issues in the community. Now, in an effort to address the topic, the L.A. Dept. of Recreation and Parks is taking steps to address the problem.

"Recreation and Parks was concerned with public safety, massive traffic congestion and the environmental impact on the park around the roadways heading to the Griffith Observatory," said Joe Salaices, Superintendent of Griffith Region for the department. He added that the goal was to mitigate traffic by offering multi-modal access to the park. "One obvious way was to add weekday DASH bus service as a complement to the weekend service," he continued. "The weekday DASH also increased opportunities for people who don't own cars to go to the Observatory."

The DASH service, which began March 21st has been a huge success. As many as 4,274 people have taken advantage of the service on a Saturday, while the weekday service has drawn as many as 2,449 people in a day. The route, with 10 stops, also connects with the Redline Subway station at Vermont and Sunset Blvd. Buses run every 20 minutes. Surveys taken show that a

significant number of tourists are taking the subway to access the DASH bus at the Vermont/Sunset Station.

Salaices reported that in order to improve safety, the roadways were also reconfigured to offer one-way flow around the Griffith Observatory. West Observatory Road is now one-way going up, while East Observatory Road is one-way going down.

A parking rate of \$4 per hour was also established to help subsidize the cost of the weekday DASH service and to cover the cost of traffic control to assist visitors.

Recreation and Parks is also researching additional steps that might be taken in the future to improve traffic flow. Among the things being studied include: acquiring electric shuttles, improvements in the area around the Observatory, a proposed walkway from the Greek Theatre to the Observatory, alternate places on the perimeter of the park to add more parking, as well as possibly eliminating parking on one side of Ferndale Road.

"The best news about this project, along with improved customer service, is how this was a community effort that helped Recreation and Parks bring this to fruition," noted Salaices. "We are delighted that so many contributed to this most important step."