

EAST HOLLYWOOD

BUSINESS IMPROVEMENT DISTRICT NEWS

Q3 2017



EAST HOLLYWOOD BID BOARD 2017

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BID Survey Results Reveals a Distinct East Hollywood Identity

This summer, East Hollywood property owners and stakeholders were asked a series of questions regarding the physical boundaries and descriptive qualities of the area. This survey was distributed online, mailed, and conducted in person by volunteers who walked the district to ensure more accurate results. After more than a month, 126 individuals within the BID had taken the survey and the results were analyzed and presented to the board of governors at the BID's July meeting.

The results indicated that there is no consensus on the geographical boundaries of East Hollywood, giving the BID leeway to define it. Respondents were additionally instructed to rank several name options for the district, which included alternatives such as "EAHO" and "Hollywood Arts District." Ultimately, "East Hollywood" was the highest ranked. Community members were also asked to describe East Hollywood by using a series of adjectives and selecting all that apply. The top descriptors selected were "diverse," "historic," "central," "artsy," and "funky."

The results of the survey highlight a distinct identity for the district, one that is grounded in history but has developed into a funky and artsy area. With property owners, stakeholders, and community members in agreement over the district name remaining East Hollywood, the Board plans on developing a new logo and marketing campaign that embodies the spirit of East Hollywood. Stay tuned as we embark on this rebranding effort!



State Senator Dr. Ed Hernandez Addresses East Hollywood Health and Wellness Business Community

On Wednesday, August 9th, Senator Dr. Ed Hernandez joined members of the East Hollywood health and wellness community at the Hollywood Presbyterian Medical Center as part of the Hollywood Chamber of Commerce Healthcare Committee Speaker Series. The conversation focused on the future of healthcare in California and the effects that potential health policy may have on the Hollywood community. Hernandez represents the 22nd Senate District, which encompasses the cities and communities of the San Gabriel Valley.



From left: Terry Walker of Providence St. Joseph, Co-chair Hedyeh Khalili of Altamed, Senator Dr. Ed Hernandez, Leron Gubler, and Co-chair Manuel Rodriguez of La Fuente Hollywood Treatment Center.

He is also a practicing optometrist and a businessman in his hometown of La Puente. It was this unique background as a policymaker, physician, and businessman that made Senator Hernandez the perfect speaker to address the East Hollywood Business community.

During his speech, Senator Hernandez discussed important healthcare-related issues, such as how California has best prepared itself if the Affordable Healthcare Act were repealed and the feasibility of California introducing a “single payer” healthcare system. This was followed by a 20-minute Q&A, where guest were given the opportunity to ask the Senator questions important to them and the Hollywood community.

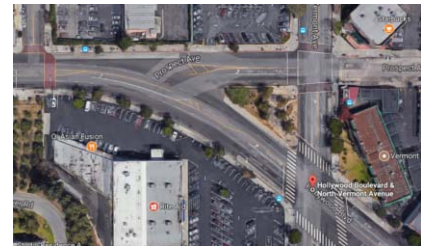
“It was so helpful and informative to hear Senator Hernandez provide a real-time update and incisive analysis on the issues affecting the healthcare debate and where California stands on the future of the Affordable Care Act,” said attendee Kathleen Felesina, Director of Fund Development at Uplift Family Services at Hollygrove. East Hollywood is home to a thriving healthcare community made up of such notable healthcare providers as Kaiser Permanente Los Angeles Medical Center, Children’s Hospital Los Angeles, and Hollywood Presbyterian Medical Center. For more information about the EHBID and its wellness community, visit us at www.ehbid.org.

Vermont Median Nears Completion

A representative from the City of Los Angeles, Department of Transportation, provided an update at the September East Hollywood BID Board of Governors meeting on the street medians that were recently constructed on Vermont, north of Santa Monica. The median project, which will consist of six islands and stretches from Santa Monica Boulevard to Sunset Boulevard, has been a major project that was conceived and advocated by the East Hollywood BID board.

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.

The East Hollywood Business Improvement District has partnered with Metro, CalTrans, and City Council District 13 to bring the medians to fruition.



“The BID Board is very excited about this project and the benefits it will bring to the East Hollywood Community” stated Nicole Shahenian, Executive Director of the BID. “The Vermont corridor is home to several major institutions, many small business, and of course residents - all of which will benefit from the pedestrian safety enhancements, and the improved greenscape.”

Celebrate P-22 Day at Griffith Park



P-22 Day and Urban Wildlife Festival 2nd Annual
Featuring a Free Concert by Quetzal!

Griffith Park, Los Angeles 11:00am-4:00pm
October 22, 2017
www.urbanwildlifeweek.org

P-22 Day will be held on Sunday, October 22nd from 11 a.m. to 4 p.m. at LA's Griffith Park. This wildlife event is a free, community-wide festival that honors Los Angeles' famous mountain lion, P-22. The event will include fun activities such as music and dance performances, an animal puppet show, demonstration gardens, science and art projects, and much more.

Ranger Rick and "P-22" will both be making appearances, along with other celebrities and VIPs.



25th Anniversary
Los Angeles Beautification Team
Celebrating 25 Years
of Service to our Community
October 24th, 2017
at
The Universal Studios Hollywood Globe Theatre
Click [HERE](#) for more information & registration

Please join us to celebrate our 25th Anniversary
at the Universal Studios Hollywood Globe
Tuesday, October 24th, 2017 6PM Cocktails & Silent Auction 7-9PM Dinner & Program

Honoring
Mayor Eric Garcetti
Lisa Frost Community Service Award
Mia Lehrer
Environmental Leadership Award
Presentations By:
Councilmember Mitch O'Farrell
Councilwoman Monica Rodriguez
& **Ed Begley Jr.**
Hosted By:
Paula Poundstone
Self Parking & Valet Parking
Available in the Frankenstein Lot
100 Universal City Plaza, Universal City, CA 91608

To purchase tickets online, please visit www.hbteam.org/event

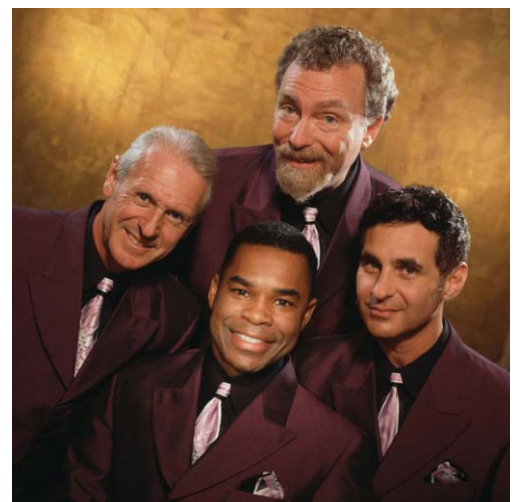
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Individual Ticket Sales (Dinner & Hosted Bar) Tickets: \$250
Tribute Book Pages Full Page Ad: \$1,000 1/2 Page Ad: \$500 1/4 Page Ad: \$250 Business Card: \$100
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For further information, please contact LABT at:
Phone: (323) 962-2163 Fax: (323) 957-1495 Email: event@labteam.org
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A Capella Group Brings Joy to CHLA

Each holiday season since 1992, the Mighty Echoes, an a cappella quartet, have entertained patients, parents and staff of Children's Hospital Los Angeles. The group, led by East Hollywood BID Chairman, Harvey Shield, has performed on stage with some of the most iconic artists off the 1950's and 60's and been seen on many TV shows, most recently, "It's Always Sunny in Philadelphia."

This year's Silver Anniversary stroll through CHLA will take place on Friday, December 15 at 5:00 p.m.





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 more beautiful, 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, sidewalk/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.

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.

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

NEXT BOARD MEETING

The East Hollywood BID Board meets the third Tuesday of each month. The next board meeting will take place on Tuesday, November 21st at 3:30 p.m. at the Hollywood Hotel, 1160 N. Vermont Ave., Hollywood, CA 90029.

All meetings of the East Hollywood BID Board are open to the public. All BID property owners are encouraged to attend. Please contact the BID's Executive Director, Nicole Shahenian for further information or to be added to our e-mail list at Nicole@ehbid.org or via phone at 323-469-8311.

www.EHBID.org