



## 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, 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.

### 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 EHBID Executive Director, Nicole Shahenian • Nicole@ehbid.org • t 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, January 16th at 3 p.m..

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

# EAST HOLLYWOOD

## BUSINESS IMPROVEMENT DISTRICT NEWS



## East Hollywood BID Board New Logo Unveiled



### EAST HOLLYWOOD BID BOARD 2017



**Chairman**  
Harvey Shield  
Temple Knesset Israel

**Vice Chairman**  
Berj Tashjian  
Property Owner

**Treasurer**  
Susanna Furios  
Church of Scientology, Los Angeles

**Secretary**  
Mark Brady  
Barnesdall Plaza

**Jacques Massachi**  
Property Owner

**James Underdown**  
Center For Inquiry

**Ellen Zaman**  
Children's Hospital Los Angeles

**Jeff Zarrinam**  
Hollywood Hotel

For more information please contact:

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Executive Director

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www.EHBID.org

In an effort to revitalize East Hollywood's image, the BID Board of Governors contracted Counterintuity, a leading marketing firm, to develop a new BID logo and marketing campaign.

As part of the development process, East Hollywood property owners and stakeholders were surveyed and asked a series of questions regarding the physical boundaries and descriptive qualities of the area.

The results of the survey highlighted a distinct identity for the district, one that is grounded in history but has developed into a funky and artsy area. With these results and property owners, stakeholders, and community members in agreement over the district name remaining East Hollywood, Counterintuity had a basis to design a new logo and marketing campaign that embodies the spirit of East Hollywood.

At the September Board of Governors meeting, representatives from the marketing agency, Counterintuity, presented the board with a set of logos they had designed based on community input.

The presented set of logos reflected the qualities found in the results of the survey, which can be described as retro, funky, and classic. Counterintuity avoided using the Hollywood Sign in the logo in order to convey East Hollywood's distinct identity.

The final logo was approved at the October meeting (pictured above). The logo will be used on all future communications as well as on BID trash bins, pole banners, and other marketing media throughout the BID. ●



# East Hollywood BID Board of Governors Elections Underway

Another year, another East Hollywood BID Board of Governors election. The East Hollywood Business Improvement District mailed out ballots to property owners in late December to determine if the slate of candidates up for reelection and newly nominated candidates would join the Board of Governors in 2018. The current Board Members up for reelection include:

- Ellen Zaman of Children's Hospital Los Angeles
- Jeff Zarrinam of the Hollywood Hotel
- Susanna Furios of the Church of Scientology
- Jacques Massachi, property owner
- Berj Tashjian, property owner



If reelected, these board members will serve a two-year term.

The Committee also nominated two new property owner representatives to replace the vacant seats formerly held by representatives of the Center of Inquiry and Kaiser Permanente Los Angeles Medical Center.

Prior to the ballots being sent out, the Chairman of the Board, Harvey Shield of Temple Knesset Israel, formed a Nominating Committee and recommend the proposed candidates as well as the Board Members up for reelection. Serving on the Committee were board members:

- Berj Tashjian
- Jeff Zarrinam
- Jacques Massachi
- Mark Brady of Barnesdall Plaza

The Nominating Committee recommended Maria Elena Aguilar of Kaiser Permanente Los Angeles Medical Center and Danielle Brown of CHA Hollywood Presbyterian Medical Center to fill vacant seats as well as the reelection of the five current Board Members whose terms are up.

The ballots will be counted at the Annual Meeting, which will be held in January. ●

## BID Board Holds Holiday Celebration

The East Hollywood Business Improvement District (BID) Board of Governors hosted its annual Holiday Celebration at Desano Pizza in East Hollywood on December 19th. The celebration was attended by East Hollywood stakeholders, board members, and representatives of elected officials. Desano, one of East Hollywood's newer culinary arrivals, offers authentic Neapolitan Pizza made with only ingredients from Italy. "It was such a pleasure," said Nicole Shahenian, Executive Director of the East Hollywood BID, "to gather with our East Hollywood friends and celebrate the Holidays and the BID's many accomplishments of 2017. From our strides in rebranding East Hollywood to the beautification efforts made by LABT, it has certainly been a busy year for our Board of Governors. We are very much looking forward to 2018, where we will redouble our efforts to improve East Hollywood!" ●

## EHBID to Hold Annual Meeting



The East Hollywood Business Improvement District Board of Governors will hold their Annual Meeting on Tuesday, January 16th at 3:30 p.m. at the Hollywood Hotel.

The ballots sent out as part of the Board of Governors Elections will be counted and new officers for 2018 will be elected.

The Board will hear a presentation on the Reducing Crime and Keeping California Safe Act of 2018 from Michael Ziegler, Public Safety Consultant for Assemblymember Jim Cooper.

The Board will also hear a presentation on the Los Angeles Citywide Sign Ordinance by Aaron Green from Afriat Consulting Group/Clear Channel Outdoor.

This meeting and all meetings of the East Hollywood BID are open to the public.

Property owners are encouraged to attend. ●

# East Hollywood BID Supports Los Angeles Beautification Team at their 25th Anniversary Gala

Members of the East Hollywood Business Improvement (BID) District Board of Governors showed its support for the Los Angeles Beautification Team (LABT) by attending its 25th Anniversary Gala in October held at Universal Studios Hollywood's Globe Theatre.

The event, which is held every year in support of the organization, honored Mayor Eric Garcetti and was hosted by Comedienne Mia Lehrer. Several members of the Board of Governors were in attendance, including Berj Tashjian, Susanna Furios, Jacques Massachi, Jeff Zarrinam, and Chair Harvey Shield.

Founded in Hollywood in 1992 and originally named 'Hollywood Beautification Team,' the organization has worked to improve the quality of life in Los Angeles by empowering citizens to change their environment for the better.

They strive to achieve this through environmental improvement efforts, job training for at risk youth and environmental education for youth and communities.

Over the past 25 years the organization grew and expanded to cover all of Los Angeles County, continuing to pursue its core mission while becoming one of the

most reputable environmental improvement organization. The program featured a moving video of LABT's work over the past 25 years as well as a moving tribute to its President & CEO, Sharyn Romano. As the Founder of LABT, Romano was instrumental in the organization growth and has become one Los Angeles' strongest community leaders.

Since the East Hollywood BID was first formed, LABT has been contracted to perform its maintenance and beautification services. Romano has additionally worked closely with the East Hollywood BID Board on several projects, such as the Vermont Median Installation and the Vermont Triangle Improvements. "LABT and Sharyn have been amazing partners to work with these past years," commented Nicole Shahenian, Executive Director of the East Hollywood BID, "they are truly invaluable and we look forward to the awesome work they will continue to do for the BID and throughout Los Angeles."

If you would like to learn more about the Los Angeles Beautification Team and the work they are doing, please visit <http://hbteam.org/about>. ●



Thank You  
**H/LABT**

As the official cleaning contractor for the East Hollywood Business Improvement District, the amount of effort, care, and expertise LABT's staff and crew put into their work has been witnessed first-hand within the EHBID. Over the past few years, LABT has tremendously improved the EHBID's physical appearance through graffiti removal, trash clean-up, power washing, planting over 100 trees, and assisting with the maintenance of the Vermont Triangle.

Thank you LABT in helping maintain the beauty and safety of our East Hollywood District.

Congratulations on your 25th Anniversary Gala and tonight's honorees L.A. Mayor Eric Garcetti and Mia Lehrer.



[www.ehbid.org](http://www.ehbid.org)