

A Report to Hollywood's Business Community 2015

HOLLYWOOD CHAMBER OF COMMERCE

Working for a Better Hollywood

 A lot of work goes into making Hollywood a great place to conduct business. It is no accident that there is so much new development happening in Hollywood. Your Hollywood Chamber of Commerce has been working hard for many decades to address challenges and to position Hollywood for revitalization. During the past year, the Hollywood Chamber of Commerce has continued to emphasize **Advocacy** - to help advance Hollywood's agenda and to help create a positive business climate for our members. Take a look at the issues and projects taken on by the Chamber and you will be impressed by the broad scope of our activities. We're working for you every day.

The Chamber is Creating a Strong Local Economy

The Entertainment, Arts & Emerging Media (TEAM) Committee was formed to show the Chamber's support for our hometown industry.

Chamber leaders met with the Department of Transportation to revise the rate structure in the new Vine Street parking garage in order to encourage more people to utilize it.



The Chamber helped coordinate a press conference with Governor Brown at the Chinese Theatre to sign AB1839, an important bill to fight runaway production.

Councilmember Mitch O'Farrell met with the Chamber's Economic Development Committee to brainstorm on how to keep Hollywood's momentum going.

The Economic Development Summit, held at the historic Egyptian Theatre, drew more than 300 people to discuss *Hollywood as an Urban Experience*, with John Kilroy, Jr. as the keynote speaker.

The third *State of the Entertainment Industry Conference* was held at Hollywood & Highland's Grand Ballroom, with Maury McIntyre, President & COO of the Television Academy as keynote speaker.

The Chamber monitored the new Hollywood Flyaway to LAX bus service to be sure that it was providing the level of service needed to ensure a favorable customer base.

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The Way Forward

I'm extremely honored to have the opportunity to serve as the incoming Board Chair for The Hollywood Chamber of Commerce. Since 1921, the Chamber has served as a source of leadership, advocacy and partnership in the revitalization of Hollywood.

Hollywood is once again home for those who dare to dream, to invent, take a chance, to create and to invest. Billions of dollars of investment and urban revitalization are evident everywhere you look in Hollywood. New hotels, quality retail, restaurants, art galleries and small businesses have already arrived with many more on the way.

A "New Hollywood" is emerging, as a hub of innovation with a median population age of 34.8 years and a collection of walkable and unique micro neighborhoods filled with new creative workspaces. Here, risks are taken, opportunity knocks and stories are being told by new entrepreneurs. It's a call to action, and start-ups, Digital brands, and "legacy media" are answering, investing and coming to Hollywood.

The Chamber will continue to advocate and take a stand to protect the arts and entertainment industries, fight intellectual piracy and cyber-attacks, making sure that content creators' rights and innovations are protected.

Successfully navigating the road ahead also depends upon the adoption of the *Hollywood Community Plan Update* (long supported by the Chamber) that targets growth around transit, controls overdevelopment in residential neighborhoods, protects Hollywood's historic architecture, increases park space, and supports alternative transit and mobility.

In Mayor Garcetti's *Sustainable City Plan* announced in April, many of the plan's "Actionable Initiatives" (particularly the calls for increased housing and development near transit previously

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Sacramento



Hotel Site Tour



Media Tour



Expo

Hollywood Chamber Committees 2015-2016

The Chamber appreciates the following individuals who have agreed to chair Chamber projects/committees during the coming year:

The Arts, Entertainment & Emerging Media (TEAM)

Susan Cabral Ebert, Make-Up Artists & Hair Stylists Local 706 IATSE
Maricella Gomez, Paramount Pictures

Budget & Audit

Jeff Zarrinam, Hollywood Hotel

Economic Development

Dwayne Gathers, Gathers Strategies, Inc.
Li Wen, Gensler

Entertainment Conference

Paul Audley, FilmL.A., Inc.
Sharon Keyser, Paramount Pictures

Health Care

Sam Smith, Genesis Financial
Fariba Kalantari, DDS, Famous Hollywood Dental Care

Heroes of Hollywood

Cindy Braun, Paley Center for Media
Carole Sarian, The CrisCom Company

Hollywood Chamber PAC

Laurie Goldman, Go! Goldman Organization

Hollywood Ed

Jon Clayden, Emerson College
Elizabeth McDonald, L.A. Film School

HYPE (Hollywood Young Professionals & Entrepreneurs)

Karreno Alexanyan, JP Morgan Chase
Brandon Mason, Avison Young

Legislative Action

Matthew Fritch, Andrews International
Mark Edwards, Mark R. Edwards Consulting Group

Licensing

Mitch Nedick, The CW Network

Membership

Fariba Kalantari, DDS, Famous Hollywood Dental Care

Tourism

Donelle Dadigan, Hollywood History Museum

Walk of Fame

Maureen Schultz, Capitol Records



New member businesses

The Chamber is Promoting the Community of Hollywood



The Awards Media Information Center was again presented by the Chamber at the TCL Chinese Theatre IMAX and assisted more than 100 members of the press who were in town to cover the Academy Awards.



A total of 26 Walk of Fame ceremonies were organized and held by the Hollywood Chamber of Commerce, beginning with Orlando Bloom and ending with Will Farrell, generating worldwide publicity for Hollywood.

The Chamber commissioned Beacon Economics to perform a comprehensive demographic study on the community of Hollywood. The data will be used to promote Hollywood.

Chamber President & CEO Leron Gubler moderated for the Urban Land Institute a StimULI panel discussing the revitalization of Hollywood.

The *Hollywood Business Resource Book* was published by the Chamber and distributed to area businesses to promote Chamber members and their products and services.

Hollywood's annual holiday decorations were co-sponsored by the Chamber and the Hollywood Historic Trust.

Celebrating the 100th anniversary of *The Squaw Man* and the historic Lasky-DeMille Barn, the Chamber joined with Hollywood Heritage in sponsoring a community celebration.

The Chamber is offering Opportunities to Network and Promote Your Business

HYPE (Hollywood's Young Professionals & Entrepreneurs) was launched by the Chamber to provide an opportunity for Millennials to network and get involved in the community.



Member Mixers were held at some of the hottest venues in Hollywood – including Lucky Strike, the Redbury, OHM Nightclub, Tin Horn Flats, Lombardi House, W Hotel, The Argyle and LaBrea Bakery.

Each month the Chamber emailed out *Hollywood Hot Deals* and *Businesses You Need to Know*, to help our members generate business with other members.

Speed Leads was sponsored by the Chamber periodically throughout the year to help members get business leads in a pleasant and nonthreatening environment.

The annual *Hollywood Expo* was held at the Roosevelt Hotel, providing some of the best business networking of the year.



Entertainment Conference



Ec Dev Summit



Ribbon-cutting

The Chamber hosted free seminars throughout the year for members, including the *Maximizing Your Membership* and *Social Media* programs.

Numerous ribbon-cutting ceremonies were held throughout the year by the Chamber.

The Chamber is Representing the Interests of Business With Government

Chamber Vice President of Public Policy Nicole Shahrenian was sent by the Chamber to Sacramento to testify at most of the hearings held in the State Capitol in support of AB1839, the bill to fight runaway film production.

The Chamber fought the proposed increase in the hotel minimum wage to \$15.37 an hour, and was able to secure a lower threshold of 150 rooms before the increase became mandatory. In addition, the Chamber encouraged Councilman Mitch O’Farrell to introduce a motion to also study exempting hotels in historic buildings from the mandate.

Chamber President & CEO Leron Gubler introduced a new Chamber blog, *It’s All About Jobs*, where he has been able to comment on actions that impact on the business community’s ability to operate successfully.



A proposed city wide increase in the minimum wage to \$13.25 over a three-year period was supported by the Chamber ONLY if the City Council takes steps to protect small businesses by spreading the increase over a longer period of time in smaller increments. The Chamber organized visits with 12 out of the 15 city councilmembers to explain how small businesses would be adversely impacted by the proposal. In addition, the Chamber organized businesses to testify at four public hearings on the proposal and conducted two surveys of our members to share with City Council members.

The Chamber urged Metro to include a connection from the Crenshaw Light Rail Line to Hollywood and Highland in its next phase of expansion of the County’s mass transit system. The Chamber also secured the support of the West Hollywood Chamber of Commerce and Westside Council of Chambers.

The Chamber participated in annual lobbying trips on business issues to Washington, D.C. and Sacramento.

Chamber representatives met with public officials to discuss important business concerns, including Deputy Mayors Rick Cole and Kelli Bernard and METRO chief Art Leahy.

Chamber representatives testified at numerous public hearings in support of Hollywood development projects.

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Hollywood Chamber Community Foundation

Heather Cochran, Chair 2014-2016



One of the unique features of the Hollywood Chamber of Commerce is its efforts to support local community non-profit organizations. As a 501c3 nonprofit association, contributions to the Chamber Foundation are tax deductible. Checks should be written to the “Chamber Community Foundation” and sent to the Chamber. The Foundation holds two fundraising events annually – the Heroes of Hollywood Luncheon (formerly called the Women of Distinction Luncheon) and the All Hallows Eve Party at Hollywood Forever Cemetery. All net proceeds go to charity. Since its inception in 1996, the foundation has given out \$786,770 in grants, and this past year awarded \$55,500.



In our most recent fiscal year, the Chamber foundation assisted the following local organizations:

- 9 Dots
- ArtworkxLA
- Assistance League of Southern Calif.
- Aviva Family & Children’s Services
- The Blank Theatre Company
- Blind Children’s Center
- Boys & Girls Club of Hollywood
- The Center at Blessed Sacrament
- Covenant House
- Dress for Success Worldwide
- The Harmony Project
- Hemophilia Foundation of Southern Calif.
- Hollygrove
- Hollywood Arts Council
- Hollywood Fringe Festival
- Hollywood Heritage, Inc.
- Hollywood Police Activities League (PAL)
- LAPD National Night Out
- Musicians Foundation
- My Friend’s Place
- NewFilmmakers L.A.
- Project Angel Food
- Raise A Child Incorporated
- St. Barnabas Senior Services
- Stella Adler Academy of Acting & Theatre
- Streetlights
- Theatre West



Foundation Grant Presentations



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www.WalkOfFame.com

Since 1921... Promoting and enhancing the business, cultural and civic well-being of the greater Hollywood community.

The Way Forward ... continued

known as “smart growth and elegant density” and increased mobility options) are now being framed as front and center in the City’s agenda. It’s notable that the plan calls for 17,000 new units of housing to be constructed within 1,500 feet of transit by 2017, and 100,000 transit-adjacent housing units by 2021. Zoning changes through Re-code LA will create new transit-oriented *Neighborhood Plans*, and support more green space, along with ambitious green energy and recycling targets.

These initiatives are important for the future of Hollywood and are in alignment with the *Hollywood Community Plan Update*. They will also require our tenacity, vision and innovative thinking. Hollywood is the key to the future of Los Angeles, serving as a model for how our city will grow.

Outside of City Hall, greater civic engagement and dialogue between the business community and local residents is essential for our shared success. Informed dialogue helps to dispel misunderstanding and miscommunication, while providing an understanding of issues and a platform for consensus. Success is measured in improved economic opportunities and a better quality of life for everyone.

In 2015, the Chamber will continue its efforts to solve the issues of chronic homelessness, affordable housing, traffic/parking and mobility quagmires, regulate aggressive street vendors and characters, create better and safer experiences on Hollywood Boulevard and options for tourists to safely view the Hollywood Sign. Hollywood’s booming tourism industry is on track to have a record number of tourists this year, on the heels of a record-breaking 2014.

With steady leadership, legislative advocacy, dialogue, the discipline to work through challenges and the vision to execute a long-term plan; the Hollywood Chamber of Commerce continues to pave the road ahead, lead the way and guiding 21st century Hollywood ever closer towards fulfilling its true potential.

Beth Marlis
 Chair, 2015-16



Lasky-DeMille Barn Celebration

The Chamber is Taking Political Action

The Hollywood Chamber PAC interviewed candidates for County offices and endorsed Bobby Shriver for County Supervisor, Jeff Prang for County Assessor, and Jim McDonnell for Sheriff.

The PAC hosted a fundraiser for Jim McDonnell and a farewell reception for County Supervisor Zev Yaroslavsky.



More than 200 people attended a debate sponsored by the Hollywood Chamber PAC of candidates running for Council District 4. The Chamber polled the candidates on business issues and published their responses online.

The Chamber PAC endorsed Wally Knox in the primary for Council District 4, but decided on no endorsement in the General election.

The PAC met with City Controller Ron Galperin at the Taglyan Center to discuss City operations.

The Chamber is Giving Back to the Community



More than 400 people attended the annual *Heroes of Hollywood Luncheon* at the Taglyan Center, where Judge Judy Sheindlin was honored with the Mary Pickford Award. The luncheon raises funds for the Chamber Foundation.

The Chamber Foundation awarded \$53,500 in grants to Hollywood Community nonprofit organizations.



The Chamber sponsored its annual Police and Firefighters Appreciation BBQ and fed several hundred of Hollywood’s public safety officials to show the community’s support for their sacrifices.

An enthusiastic crowd attended the Chamber Foundation’s annual *All Hallows Eve* fundraiser at Hollywood Forever Cemetery.

Chamber President & CEO Leron Gubler participated in American Legion Post 43’s 9-11 Memorial service.