

NOHO BID BEGINS OPERATIONS

After struggling to create a business improvement district for several years, 168 North Hollywood property owners voted to approve the establishment of the North Hollywood Business Improvement District (NOHO BID) in April 2007. It is a three year BID with an annual assessment budget of \$158,574 and an annual contribution of \$500,000 from MTA/Prop C Funds until the end of the BID's first term. Most of the operating budget will be used to staff cleaning and security services.

The North Hollywood BID's programs are aimed to strengthen and improve the business and residential district. The Programs will provide new improvements and activities, including maintenance, security, and image/communication above and beyond those already provided by the City of Los Angeles. NoHo BID contracted with Urban Place Consulting Group, Inc. to provide management services to the BID. The BID also contracted with Universal Protection Services for Safety Ambassador services and Chrysalis for cleaning and maintenance services.

THE NOHO BID WAS ESTABLISHED TO:

- Keep the area safe and clean
- Make the area more attractive for residents, employees, and visitors
- Publicize and communicate to members
- Create a unified voice for property owners
- Create a stronger economy
- Increase property values
- Increase business sales
- Increase investment opportunities

The NoHo BID officially unveiled itself on November 26th at the opening of its office at 5026 Lankershim Blvd. Councilman LaBonge, whose district encompasses North Hollywood was at the event and said, "We are very excited with the launch of the NoHo BID. This reaffirms what we've been saying for years – North Hollywood is more vibrant and lively than ever before."



While the office was just unveiled, clean and safe services began October 1st. Rena Leddy, NoHo BID's executive director and Vice President of BID Development and Operations for Urban Place Consulting Group, Inc. said, "The BID provides services such as cleaning and safety ambassadors, so that business and property



Councilman Tom LaBonge, Executive Director Rena Leddy, Clean Team Supervisor Rollin Phillips, and BID Chairman Bob Akhavan at the BID office's grand opening event.

owners and their customers will feel comfortable when visiting NoHo. After only three months on the job, the sidewalks are cleaner, there is less graffiti and there is secure uniformed presence on the street."

The NoHo BID is a 501(c) 6 private, non-profit corporation created to manage the business improvement district. The NOHO BID consists of all property within a 40 block area that includes: Lankershim Boulevard between Burbank Boulevard and Riverside Drive and Magnolia Boulevard from Vineland Avenue to Tujunga Avenue.

TEAM YELLOW

Have you seen the men and women wearing bright yellow shirts riding bicycles and cleaning the streets along Lankershim and Magnolia, lately? They are the new Safety Ambassadors and Clean Team for the NoHo BID. Clad in bright yellow and black you can't miss them or their contribution to creating a vibrant and exciting North Hollywood.



Clean and Safe Teams pose with Councilman LaBonge

TEAM YELLOW (CONT.)

The Ambassador Program provides qualified, trained and experienced security ambassadors to the BID area to supplement, not replace, other ongoing policing efforts. The program’s mission is to be the eyes and ears of the police department, aiding property owners and tenants on overall crime prevention. The purpose of the program is to assist, prevent, deter and report inappropriate and illegal activities.

The NoHo BID contracts with Universal Protection Service for this service. Some of these illegal activities include:

- Vehicle and property vandalism
- Trespassing
- Drinking in public
- Prostitution
- Panhandling
- Illegal vending

CLEAN TEAM	YTD Total
Business/Property contacts	250
Pedestrian Assist	10
Motorist Assist	18
Trash (in pounds).....	4,160
Graffiti Removals.....	860
Stickers Hand Bills	562
SAFE TEAM	YTD Total
Business/Property contacts	1,618
Pedestrian Assist	289
Motorist Assist	20
Passive/Aggressive Panhandling	111
Drinking In Public.....	229
Lewd Conduct	4
Homeless Contacts/Referrals	205
Arrest.....	17

*This report is for the first three months of service for both clean and safe teams (Oct, Nov. and Dec.)

THE SAFETY AMBASSADOR PROGRAM’S CURRENT HOURS ARE:
 Sun and Mon: 11am to 7pm ■ Tues & Wed: 11 am to 11pm ■ Thurs-Sat: 11 am to 12 midnight.

CLEAN TEAM GRAFITTI REMOVAL

To maintain the integrity of the district the NoHo BID contracts with Chrysalis to provide hard working and dedicated clean team workers. They provide sidewalk and alley maintenance, graffiti removal, sidewalk pressure washing, weed abatement, paper sign and handbill removal.



BEFORE



AFTER



BEFORE



AFTER

THE CLEAN TEAM’S CURRENT HOURS ARE:
 Mon–Sat: 8am to 3:30pm

URBAN PLACE CONSULTING GROUP HIRED TO MANAGE THE NOHO BID

The North Hollywood Business Improvement District (NoHo BID) Board of Directors has hired Urban Place Consulting Group, Inc. (Urban Place) to manage day-to-day operations of the district. Lead by President Steve Gibson, Urban Place’s core purpose is to facilitate the development of community in urban places. It is a place making and business improvement district (BID) consulting firm, having worked in 44 districts, 34 cities and 23 states. Urban Place’s four areas of expertise include BID creation and renewal, BID interim management, placemaking and organizational development.

The NoHo BID board of directors selected Urban Place to manage the BID because of its national expertise in managing BIDs and other downtown organizations. Urban Place has helped turn empty spaces into vital places with projects that include: marketing, wayfinding and signage programs, traffic calming measures, pedestrian and parking usage analyses and implementing clean and safe teams. Urban Place is also the company that facilitated the establishment of the NoHo BID.

Urban Place works as a team with each of its clients, and Gibson, with his 20+ years of local and national experience and knowledge, leads the team. Rena Leddy,

Vice President BID Development and Operations and Jessica Whaley, Associate, are the on-site staff in NoHo. They are charged with managing the NoHo BID’s Clean and Safe Teams, and facilitating communication projects and economic development.

As executive director of the NoHo BID, Rena Leddy brings more than 15 years experience in downtown management, she has implemented and maintained a variety of BID programs, including but not limited to: clean and safe, landscaping, parking and traffic, marketing and special events. She has been with Urban Place for over three years and helped establish the NoHo BID, renewed 6 downtown Los Angeles BIDs, and assists in managing the Figueroa Corridor Partnership BID in downtown L.A., Yakima, Washington’s downtown organization, and Providence, Rhodes Island’s BID. Prior to joining Urban Place, Leddy served as the executive director of the Portland, Maine BID. Prior to that, she was the deputy director and director of operations for the Stamford, Connecticut BID. She earned a Masters Degree in Public Administration from New York University.

Jessica Whaley, NoHo BID deputy director, started her BID career in downtown Philadelphia, where she served as director of planning and research/project manager for

Avenue of the Arts, Inc. (AAI), a non-profit organization that oversees the planning, development and marketing of an arts and cultural district in downtown Philadelphia. Currently, Whaley is the executive director of the Culver City Downtown Business Association and an associate manager with the Figueroa Corridor Partnership BID. Whaley’s emphasis is on urban planning, economic development, intergovernmental coordination, event planning and community advocacy and outreach facilitation. She earned a Masters Degree in City and Regional Planning from the University of Pennsylvania.

In addition to the NoHo BID, locally Urban Place is currently managing the Figueroa Corridor Partnership in downtown Los Angeles, the Culver City Downtown Business Association and is leading the renewal effort for both the LA Fashion District BID and Central City East Association. For more information on Urban Place Consulting Group Inc., please visit the website at www.urbanplaceconsulting.com



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Guy Weddington McCreary
Universal City/North Hollywood Chamber of Commerce
Representative

Managed by Urban Place Consulting Group, Inc.
Executive Director Rena Masten Leddy
Deputy Director Jessica Whaley

LETTER FROM THE DIRECTOR

You know the old saying about peeling an onion? Well, North Hollywood is like peeling an onion—each layer brings on another layer. I have been working in North Hollywood since the summer of 2004; first while helping establish the new NoHo BID and now as your Director. Only until I started managing the District, in September, did I start to begin to understand NoHo as a place that offers everything. Everyday I walk the streets I discover something new. And, for those of you who just drive through— stop, get out of your car and discover what I have—that NoHo is full of “gems” and “layers”. While there is a lot of activity during the day, with dance classes, office employees, and students walking the sidewalks, it is not until later that the place really reveals itself. What I’ve discovered is that North Hollywood is the backbone of the entertainment industry.

- **Did you know** that if you want to find a prop for a movie, television show or theater production (not to mention music video) you can find it at any number of prop shops, thrift stores, and furniture stores along Lankershim or Magnolia? Did you know that you can find Christmas decorations – all kinds—all year round at the Christmas shop on Lankershim?
- **Did you know** that if you want to hone your craft, you can take an acting workshop, dance class, or comedy class within the boundaries of our NoHo BID—at any time of the day or night? For adults and children!

- **Did you know** that if you want to workout you can take a Pilates class, kickboxing class, yoga class or extreme martial arts class at any number of spots within the district?

- **Did you know** there are more live theatres in NoHo than in Times Square? Unique and creative theatres that perform original work, recreations, musicals, dramas – you name it!

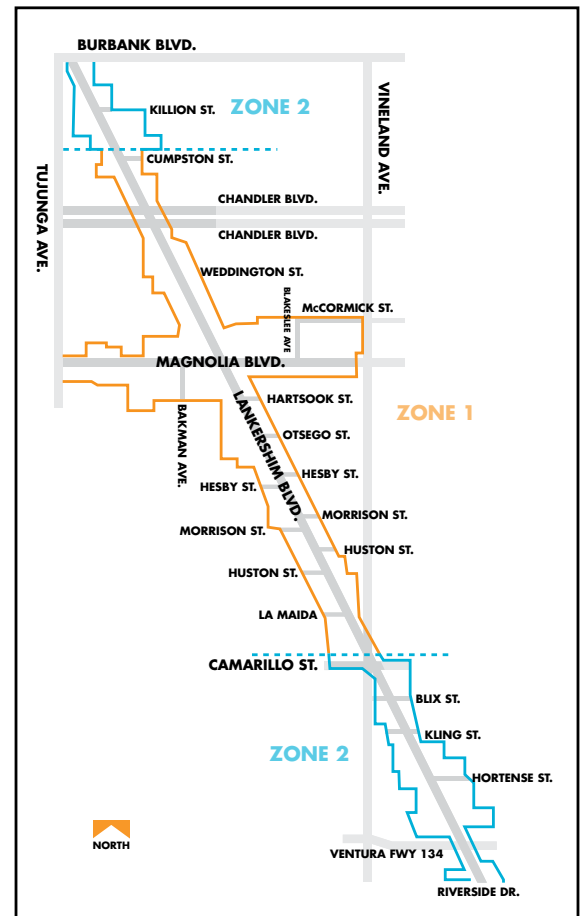
North Hollywood just continues to surprise me. As I walk from place to place or sit at a café, I hear creative people discussing script ideas, practicing lines or preparing for auditions. When I sit in my office, I hear drums playing in the sound studio next door. And, on occasion I see the paparazzi “shooting” and surrounding the latest “starlet”. Hollywood has nothing on its neighbor to the “north”...the NoHo Arts District, a place where you can discover everything! But I bet you knew that. . .



Metro Red Line. Work. Shopping. Schools. Entertainment.

They’re all nearby on the Metro Red Line. Go Metro to work and play. North Hollywood station at Lankershim and Chandler Blvds. For trip assistance call 1.800.COMMUTE or visit www.metro.net

NOHO BID BOUNDARIES



Zone One property owners pay a higher assessment and gets a higher level of services than properties in Zone Two

WEBSITE COMING SOON!



5206 Lankershim Blvd.
North Hollywood, CA 91601