

Hollywood Business advocate

VOLUME 14 | ISSUE 2
SPRING 2019

Hollywood Crossroads Project

New beginnings for
an iconic space



HOLLYWOOD
CHAMBER OF COMMERCE

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HOLLYWOOD
CHAMBER OF COMMERCE

98TH ANNUAL
GALA

INSTALLATION & AWARDS
HOSTED BY ENTERTAINER ANGÉLICA VALE
THE AVALON HOLLYWOOD WEDNESDAY, APRIL 10TH, 2019
6 PM - 9 PM 1735 VINE STREET, HOLLYWOOD, CA

LIFETIME ACHIEVEMENT AWARD
presented to multiple Grammy-award winners
The Pointer Sisters

OFFICERS TO BE INSTALLED
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BOARD MEMBER INSTALLATION
All 2019/20 Board of Directors will be Installed

FORMAL INTRODUCTION OF RANA GHADBAN
Chamber President & CEO

EXCELLENCE IN BUSINESS AWARD
Celebrating 100 Years in Hollywood, Musso & Frank

BUSINESS LEADER OF THE YEAR AWARD
Celebrating 50 Years in Hollywood, Wahid Sapir of Starline Tours

LONG STANDING CHAMBER MEMBER AWARDS
Celebrating 66 Years of Membership, Capitol Music Group & Avison Young (formerly Ramsey Shilling)

Comedic Entertainment from Mike Marino
Latin Jazz from Louie Cruz Beltran with Carlos Vivas

| | |
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| <p>PRESENTING SPONSOR Hollywood Museum at the Historic Max Factor Building</p> <p>PARTNERING SPONSOR Musso & Frank Variety FishBowl Worldwide Media</p> <p>GOLD SPONSORS CHA Hollywood Presbyterian Hospital FilmLA Hollywood Roosevelt Hotel Kilroy Realty Netflix</p> | <p>SILVER SPONSORS AT&T Avalon Hollywood Avison Young Children's Hospital Los Angeles Comcast/ NBCUniversal Global Icons Hilton Los Angeles / Universal City Hollywood Center Hollywood Hotel Hudson Pacific Properties Japan House JLL/Gathers Strategies Kaiser Permanente Paramount Contractors & Developers Paramount Pictures Pavemint Starline Tours Southern California Gas Company The Harman Press</p> |
|--|--|

For individual reservations,
www.hollywoodchamber.net/events

By selecting sponsorships in advance, our partners have the opportunity to plan in advance while gaining additional promotion and benefits. To learn more about the Premier Investors Club, please contact Kaylee Kiecker at kaylee@hollywoodchamber.net



Board Chair's Message

In my time with the Hollywood Chamber of Commerce, I have had a chance to meet with many of you to discuss your business and vision for Hollywood as a whole. And after all these conversations, I can say one thing for sure: **It's a thrilling time to be in business in Hollywood!**

Our community continues to grow as we welcome new businesses each month, from restaurants and retailers to tech start-ups. I am proud to say our partners in City Hall have been champions for fostering sustainable development projects to fit the expanding needs of Hollywood and the 21st-century business landscape.

The Hollywood Crossroads project, approved just a few months ago by the City Council, will create a dynamic residential and commercial hub centered around the iconic Crossroads of the World space. The new HEART of Hollywood foundation focuses on preserving the historic core of Hollywood Boulevard while simultaneously creating a neighborhood where everyone can work, live, and experience their best life in Hollywood. And on June 20th, the Chamber will host its 25th Economic Development Summit at the W Hollywood, where the community will gather to discuss the future of our community and the many exciting development projects in the works for Hollywood.

But in addition to these exciting projects, we recognize the Chamber as a community organization as well, which is why we honor outstanding individuals and organizations at our Heroes of Hollywood Luncheon each year. This year's ceremony and fundraiser will take place on June 6th.

At the Hollywood Chamber of Commerce, we consider ourselves the bridge linking local businesses with the community. Together, we can, and will, carry on Hollywood's legacy while striving toward a sustainable future. As Board Chair, I know that we are all excited to work with Rana Ghadban, our new President & CEO of the Hollywood Chamber of Commerce and with the Chamber's dedicated staff – all of us here at the Hollywood Chamber of Commerce support you and look forward to an exciting future!

Warmest regards,

Donelle Dadigan
Board Chair
Hollywood Chamber of Commerce

Hollywood Business advocate

Published quarterly by



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6255 Sunset Blvd, Ste 150
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323.469.8311
hollywoodchamber.net

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Chamber Advocacy Trip

When it comes to advocacy, there is strength in numbers.

In March, a delegation from the **Hollywood Chamber of Commerce** drew upon the strength of local business leaders and Southern California colleagues on an annual advocacy trip to Washington, D.C. to discuss issues of importance to Hollywood and the greater Los Angeles region.

The Chamber joined forces with **Access Washington D.C.**, a group of more than 200 members of the greater Los Angeles business community, to meet with local members of Congress and advocate for policy solutions to address the economic challenges unique to our community.

Chamber staff met with representatives from the US Chamber of Commerce, the US Travel Association, the Downtown DC BID, The Motion Picture Association of America, and Congressman Adam Schiff to cover issues of transportation, affordable housing, homelessness, and the Southern California regional economy throughout the week.

LEFT IMAGE: (left to right) Top row: Jacob Jauregui, Matt Fritch, Jeff Zarrinam Bottom row: Hollywood Chamber Chair of the Board Donelle Dadigan, Hollywood Chamber President & CEO Rana Ghadban, Nicole Shahenian.

In addition to meeting with policymakers on the federal level, the Chamber also met with members of the Los Angeles City Council while in Washington, D.C. to brainstorm the ways in which we can further elevate our community as a sought-after destination for commerce, tourism, culture, history, and recreation.

Hollywood is the entertainment capital of the world -- a unique and vibrant place with world-class status in the film and TV industry. However, it is also important that Hollywood is recognized for its overall importance as part of the greater Los Angeles regional economy.

A recent series of reports by the **Southern California Association of Governments (SCAG)** economists reveal that Los Angeles County, Orange County and the Inland

Empire have reached historic levels of business and job growth.

In fact, the six counties represented by the SCAG (which also include Ventura and Imperial counties) have boosted their gross domestic product to \$1.26 trillion from \$992 billion in 2012. That's a significant jump.

“A recent series of reports by area economists reveal that Los Angeles County, Orange County and the Inland Empire have reached historic levels of business and job growth.”



Hollywood Chamber dinner with Los Angeles City Councilmembers. From left: Councilmember Monica Rodriguez (CD-7), Councilmember Mitch O'Farrell (CD-13), Hollywood Chamber Chair of the Board Donelle Dadigan, Legislative Action Committee Co-chair Matt Fritch, Hollywood Chamber President & CEO Rana Ghabban, Immediate Past Board Chair Jeff Zarinnam, Councilmember David Ryu (CD-4), Councilmember Joe Buscaino (CD-15), and Councilmember Curren Price Jr. (CD-9). Photo by Jacob Jauregui.

But Hollywood, like other Southern California communities and the state as a whole, faces challenges. One of the biggest is a shortage of housing. Our housing inventory is not keeping pace with demand, and that extends to our homelessness population.

In a recent interview with the Los Angeles Daily News, economist Somjita Mitra of the Los Angeles County Economic Development Corp. said California needs 500,000 more homes to keep pace with the state's population and economic growth.

The Chamber has advocated for increased housing for both residents and others who are forced to live on the streets.

We supported Harridge Development Group's plan to build a mixed-use development at the Crossroads of the World site that will include 950 much needed apartment homes.

We also awarded a \$1,000 grant to The Salvation Army's Way In Youth Shelter, which used the funds to secure bedding sets and hygiene kits for young homeless people. We organized support for the development of a temporary bridge housing facility on Schrader Boulevard for the homeless, which has recently opened. And we backed

Measure H, a Los Angeles County initiative that helped secure permanent housing for more than 7,400 homeless families and individuals, and Measure HHH, a \$1.2 billion bond measure to build about 10,000 units of supportive housing in the city of Los Angeles.

Beyond that, we continue to support career-readiness and training programs that better prepare our workforce for high-tech jobs of the 21st Century. We also supported Proposition 68, a statewide ballot measure that authorized \$4 billion for state and local parks, environmental protection projects, water infrastructure and flood protection projects.

These are all challenges that Hollywood's elected officials should be addressing whether at the local, State and National levels. They affect Hollywood, Los Angeles County, California and our nation as a whole.

The Hollywood Chamber of Commerce represents the interests of residents and businesses by speaking at hearings, writing letters, lobbying on issues that impact our community, and by making advocacy trips to meet with policymakers in Washington, D.C. and Sacramento.



These issues, and the response we get from our business leaders and elected officials, matter. You do business here, so you are already invested in this one-of-a-kind place.

Next up the Chamber will be holding its annual advocacy trip to Sacramento, May 22 - 23.

Join our delegation and have your voice heard!
For more information, contact Nicole Shahrenian at nicole@hollywoodchamber.net.



Discussing the future of Hollywood with the Los Angeles City Council.
From left: Councilmember Joe Buscaino (CD-15), Hollywood Chamber President & CEO Rana Ghadban, Councilmember Mitch O'Farrell (CD-13), Hollywood Chamber Chair of the Board Donelle Dadigan. Photo by Jacob Jauregui.



Access DC policy briefing with Congressman Steny Hoyer. Photo by Jose Cornejo.



Hollywood Crossroads

Reimagining an iconic space

The Los Angeles City Council recently approved a \$1 billion dollar project that will pump new life into Hollywood's iconic Crossroads of the World site and surrounding properties along the Sunset Strip.

In a unanimous 13-0 vote, the council voted to approve Harridge Development Group's expansive mixed-use development, which will include 950 apartments, a 308-unit hotel, nearly 190,000 square feet of commercial space for retail, restaurants and entertainment uses, as well as a 475-space parking structure.

Los Angeles-based Harridge has developed a variety of projects in the area, including McCadden Apartments, a 218-unit luxury complex in the heart of Hollywood, and Metropolitan, a mixed-use project with loft apartments and creative office space, also in Hollywood.

The project will enhance Hollywood's skyline with nine buildings, including three towers of up to 31 stories and other buildings ranging from one to six stories high. Nicole Shahenian, Vice President of Government Relations

for the Hollywood Chamber of Commerce, said it will energize the region and boost tourism.

"This project will radically revitalize the area not only with the additional housing and hotel, but through the construction of a bustling entertainment and retail district," Shahenian told the City Council.

“Designed by local architect Robert V. Derrah, Crossroads of the World is one of the most recognizable properties in Los Angeles.”

Designed by Skidmore, Owings and Merrill LLP with Rios Clementi Hale Studios, the project has undergone several revisions since it was initially proposed in 2015. An earlier incarnation would have seen the old Hollywood Reporter building removed, but that has since been designated a city landmark and will remain.

The Crossroads of the World, originally designed by local architect Robert V. Derrah, remains one of the most recognizable properties in Los Angeles. The Hollywood complex, completed in 1936, began as a cosmopolitan shopping center featuring sought-after goods from around the world.

LEFT IMAGE: A rendering of the completed Hollywood Crossroads project. Photo courtesy of Skidmore, Owings & Merrill LLP.



Aerial rendering of the completed Hollywood Crossroads project. Photo courtesy of Skidmore, Owings & Merrill LLP.

Some of the 1930s buildings that make up the original Crossroads complex - listed on the National Register of Historic Places - served as offices for Alfred Hitchcock, F. Scott Fitzgerald and Tim Burton, among others throughout history.

And one piece of the property has already undergone a resurgence. Aftermaster Audio Labs recently remodeled a recording studio in the Crossroads complex that was originally made famous by Crosby, Stills & Nash some 40 years ago.

The newly renovated control room at Aftermaster Studios Hollywood is outfitted with an 80-channel recording console originally built for "Saturday Night Live." The company's operation at Crossroads includes seven recording and mastering studios, a boardroom, lounge, production rooms and executive offices.

Hollywood has long been the center of the nation's film and TV productions, but its multifaceted economy built on tourism, technology, music recording and a variety of other industries has long lured developers to the area.

In recent years, a number of new media and tech start-up companies have planted their roots in Hollywood.

Combined with the revamped production tax credit program for the state of California, Hollywood is experiencing a new wave of economic growth.

FilmLA, the official film office of the city and county of Los Angeles, announced last month that 2018 marked a third consecutive year of record-level film and TV production for greater Los Angeles. That run was fueled heavily by the California Film & TV Tax Credit program.

Area filmmakers logged 10,359 shoot days in the fourth quarter alone, and 38,795 shoot days for all of 2018. Many TV and film productions are shot in Hollywood.

"We're seeing a lot of local jobs and business return to the Hollywood as a result of the tax credit program," Shahanian said. "This is great news for Hollywood and the region in general. The Crossroads project is a reflection of that momentum and we expect more development to follow."



Night rendering of the completed Hollywood Crossroads project. Photo courtesy of Skidmore, Owings & Merrill LLP.



Day rendering of the completed Hollywood Crossroads project. Photo courtesy of Skidmore, Owings & Merrill LLP.

Hollywood Chamber of Commerce Community Foundation

welcomes you to

HEROES of HOLLYWOOD



Awards Luncheon

May 31, 2018
Taglayan Complex

#HeroesofHollywood



HOLLYWOOD



Recognizing our Heroes

Hollywood Chamber Community Foundation to Honor
Community Leaders, June 6th

In Hollywood, we see our fair share of comic book heroes overcoming impossible odds to save humanity from cosmic destruction but it is important that we don't forget the heroes that walk among us. Extraordinary men and women who have chosen to soar above what is simple and expected, Heroes who have dedicated themselves to others, devoting precious time for the betterment of their communities.

We are very lucky to have many of these 'Heroes' in Hollywood! This is why the Hollywood Chamber Community Foundation's Heroes of Hollywood Fundraiser Luncheon was created to recognize outstanding individuals, businesses, and non-profit organizations that have demonstrated exceptional leadership and service to the Hollywood community. The event has saluted over 150 Hollywood leaders – through its predecessor, the Women of Distinction Awards – and has raised over \$900,000 since 1993. Last year's event raised over \$60,000 in grants, which, in turn, were awarded to local non-profit organizations tackling everything from homelessness, to education, the arts, and public safety.

“The Foundation is dedicated to supporting and advancing the educational, cultural, and economic interests of the Hollywood community.”

Past recipients include the Boys & Girls Club of Hollywood, My Friend's Place, Project Angel Food, and L.A. Youth Network.

Looking to the future of Hollywood, the Hollywood Chamber of Commerce Community Foundation is committed to making a difference. The Foundation is dedicated to supporting and advancing the educational, cultural, and economic interests of the Hollywood community. Every dollar raised and granted is a step to creating lasting and positive change in Hollywood.

The event will start with a reception from 11 to noon, followed by the awards luncheon. Admission is \$100. For tickets, please register online at www.hollywoodchamber.net/events George Pennacchio,

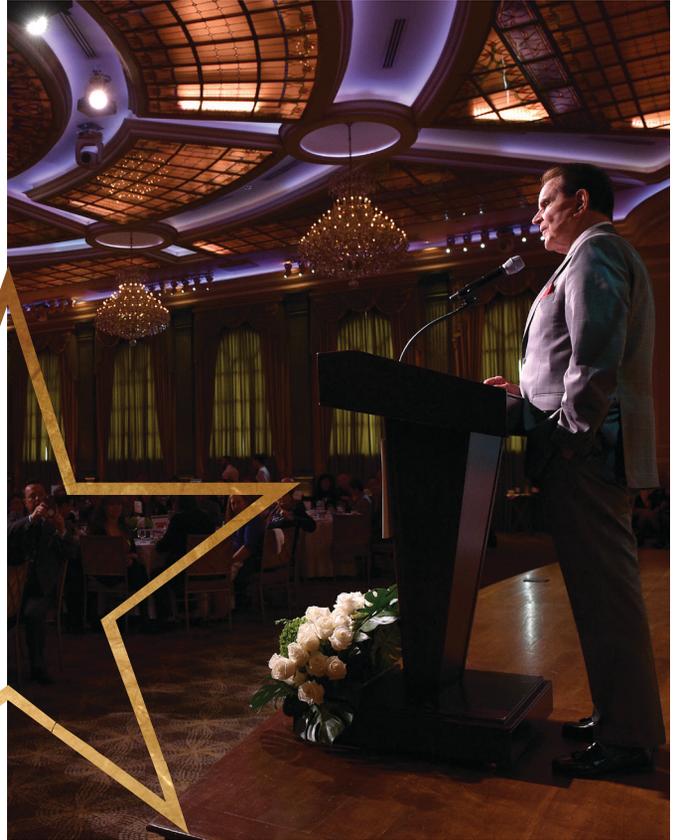
ABC7 Entertainment Reporter, will emcee this year's luncheon.

LEFT IMAGE: From the 2018 Heroes of Hollywood Luncheon. Photo by Lionel Hahn.

Special thank you to this year's Heroes of Hollywood event sponsors: **The Hollywood Museum in the Historic Max Factor Building, The MBS Group, City National Bank, Global Icons, Occidental Entertainment Group Holdings, Paramount Contractors & Developers, Southern California Gas Company, Taglyan Complex, and US Bank.**

Sponsorship and advertising opportunities are still available. **For more information, please email event coordinator, Danila Fraga, at danila@hollywoodchamber.com.**

Rich Little speaking at the 2018 Heroes of Hollywood Luncheon. Photo by Lionel Hahn.



SAVE THE DATE

HE HOLLYWOOD

May 23
5:30 - 8:30 PM
followed by
sponsor after-party

Hollywood Palladium
6215 Sunset Blvd.
Los Angeles, CA 90028

For more information contact
Kaylee@hollywoodchamber.net

ECONOMIC DEVELOPMENT SUMMIT

25th Economic Development Summit to focus on “Reshaping the Hollywood Economy”

The Hollywood Chamber of Commerce’s Economic Development Summit, now in its 25th year, will be breaking the mold! This year’s summit will be held at a new and historically significant venue, the W Hollywood Hotel, which kicked off the development renaissance in Hollywood. The new space will lend itself to a reconceptualized format supporting this year’s theme: “Reshaping the Hollywood Economy”. This year’s program will feature the opportunity for guests to choose topic sessions based on their own interests.

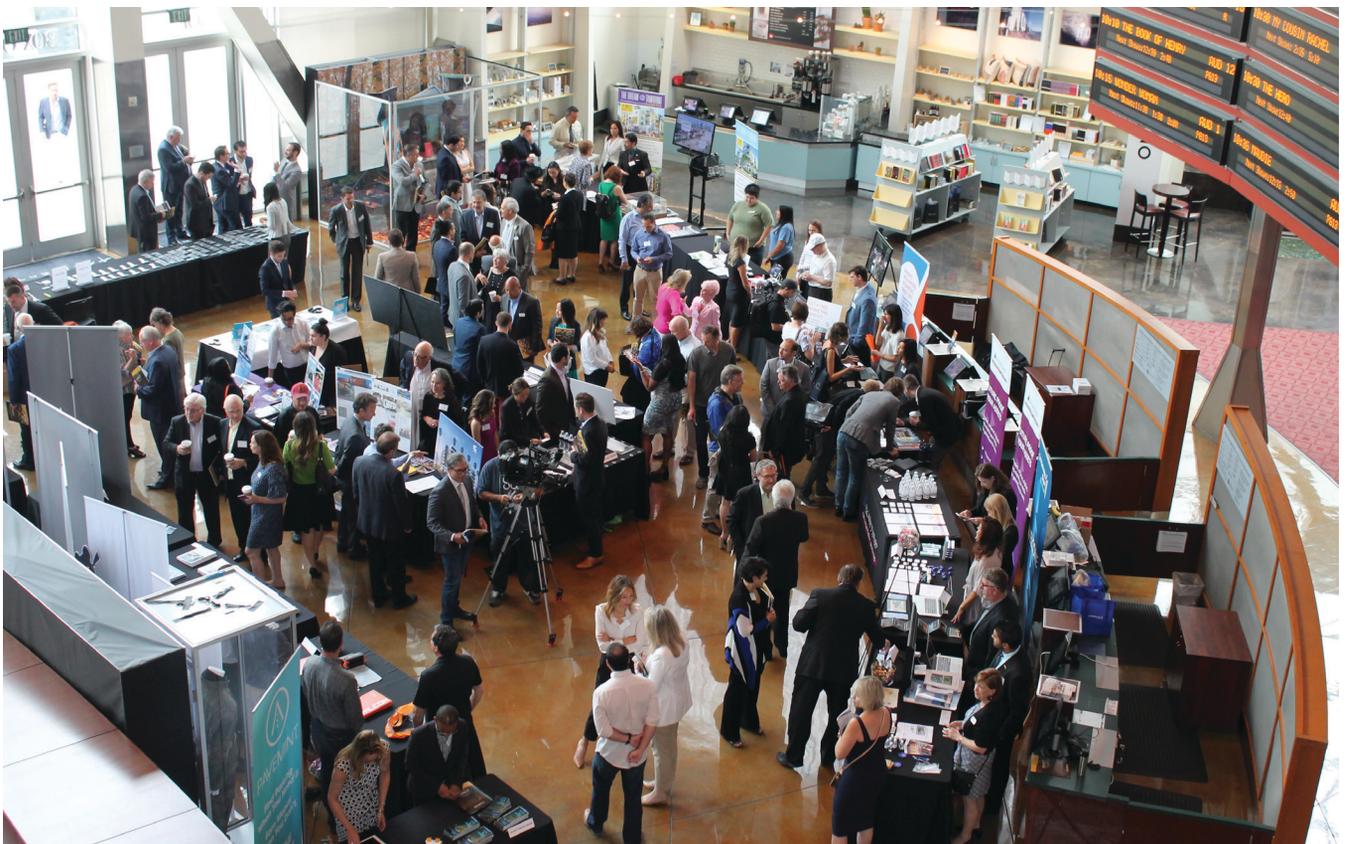
"By giving guests the opportunity to select their own program, this year's Summit will allow attendees to attend a variety of informational sessions and find a network of peers who share their interests," share

Economic Development Committee co-chairs Tim Grubbs of Communitas Design and Marty Shelton of NAI Capital Commercial.

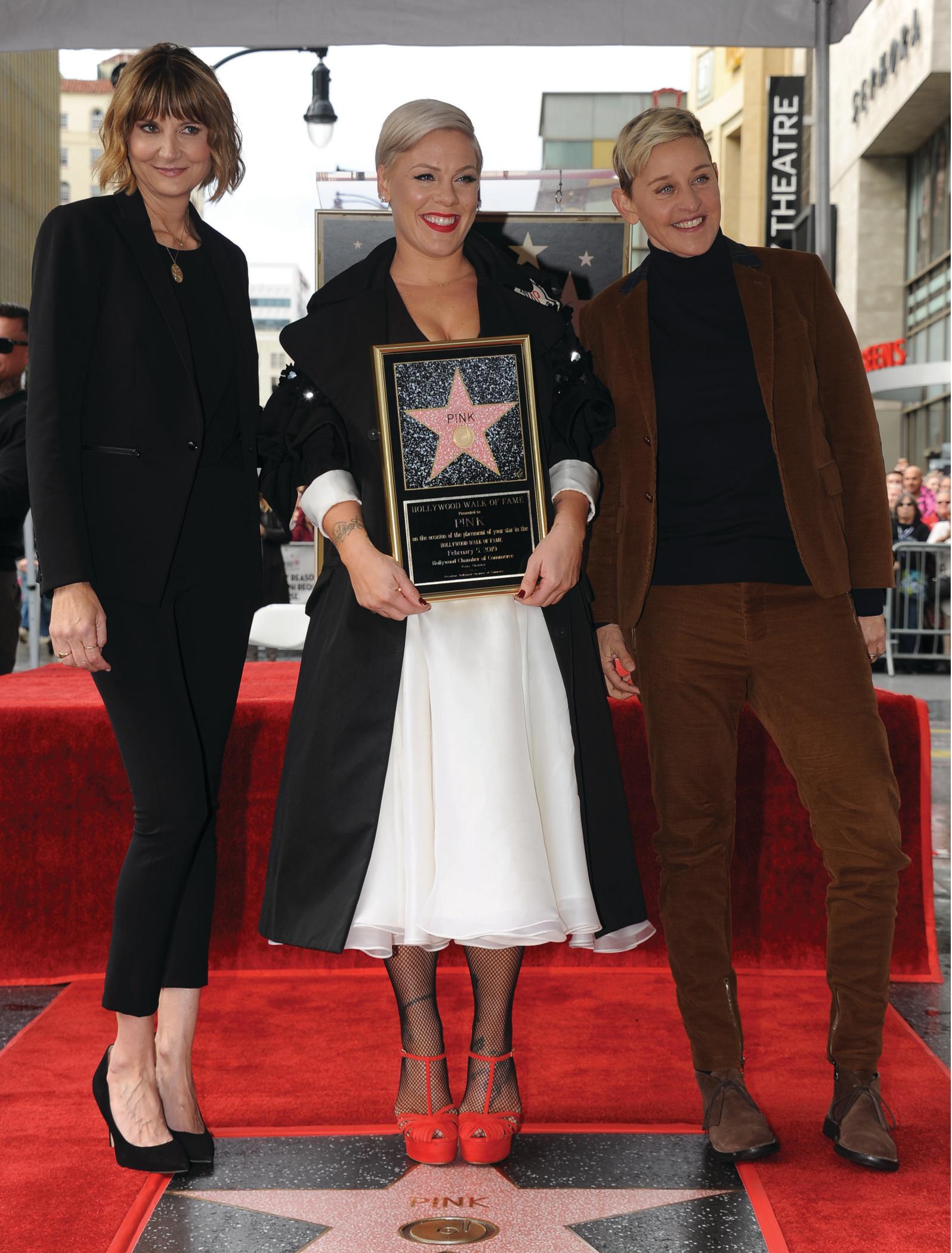
Prior to the morning sessions, a networking "Marketplace" will be held with a continental breakfast for attendees.

The revamped Economic Development Summit will take place on June 20th and run from 8 a.m. to 11 a.m. Admission to the summit will be \$60 for registrations received through May 31st, \$65 thereafter and \$75 at the door.

There are numerous opportunities for sponsorships in connection with the Summit. Anyone interested should contact Jacob Jauregui at Jacob@hollywoodchamber.net



The 2018 Economic Development Summit at the Arclight Hollywood. Photo by HCOC.



HOLLYWOOD WALK OF FAME
Presented to
PINK
on the occasion of the placement of your star in the
HOLLYWOOD WALK OF FAME
February 7, 2019
Hollywood Chamber of Commerce
Hollywood, California
Presented by Hollywood Chamber of Commerce

PINK

Honoring Stars on The Walk of Fame

Recent Star Ceremonies

P!NK

Recording artist P!nk received the 2,656th star on the Walk of Fame on February 5th, 2019. Her star is located at 6801 Hollywood Boulevard in front of the Hollywood and Highland complex. Ellen DeGeneres and Kerri Kenney-Silver joined P!nk and her family for the ceremony.

“We are thrilled to honor one of the world’s most popular entertainers. After seeing her in concert, P!NK is one of those performers that leaves you in a state of joy and shock at the same time.” She mesmerizes the audience during her action packed performances!,” said Ana Martinez, Producer of the Hollywood Walk of Fame.

P!nk, born Alecia Moore, remains one of the most beloved pop icons of the past two decades. The singer got her start in the music business as a member of the girl group Choice, who signed with LaFace Records in 1995. Shortly after signing, LaFace saw unique potential in P!nk and offered her a solo recording contract. Drawing from her R&B musical influences, P!nk released her first solo studio album **Can’t Take Me Home** in 2000.

Since her solo debut, P!NK has released 7 studio albums, 1 greatest hits album, sold over 50 million albums equivalents, over 75 million singles, over 2.4 million DVDs worldwide and has had 15 singles in the top 10 on the Billboard Hot 100 chart (four at #1). She is the recipient of three Grammy awards and received her 20th nomination for her seventh studio album, **Beautiful Trauma**.

The album, now certified platinum, debuted at #1 on Billboard’s 200 chart, marking a career high for first week sales and re-entered the chart at #2 months after release. **Beautiful Trauma** was also nominated for a 2019 Grammy Award for Best Pop Vocal Album.

The first single, “What About US”, also certified platinum, received a Grammy nomination in 2018 for Best Pop Solo Performance and reached #1 on the Adult Pop Songs chart earning P!nk her ninth chart-leading hit. She now holds the most number-one hits in the Adult Pop category for a female artist (second overall).

P!nk is currently on the road, continuing her highly successful and critically acclaimed 2018-2019 Beautiful Trauma World Tour.

“Recording artist P!nk received the 2,656th star on the Walk of Fame on February 5th, 2019.”

LEFT IMAGE: P!nk (center) receiving her Walk of Fame star with Kerri Kenney-Silver (left) and Ellen Degeneres (right). Photo by Bob Freeman.

TARAJI P. HENSON

The Hollywood Chamber of Commerce honored entertainer Taraji P. Henson with the 2,655th star on the Hollywood Walk of Fame Monday, January 28, 2019.



Taraji P. Henson posing in front of her Walk of Fame star. Photo by Bob Freeman.

The Hollywood Chamber of Commerce honored entertainer Taraji P. Henson with the 2,655th star on the Hollywood Walk of Fame Monday, January 28, 2019. The star was dedicated in the category of Motion Pictures at 6212 Hollywood Boulevard in front of Eastown. Fellow Walk of Famers John Singleton and Mary J. Blige helped unveil Henson's star. She recently starred in the film *What Men Want* and continues her role as Cookie Lyon in the hit Fox's musical drama *Empire*. The star was unveiled at El Centro. Fellow Walk of Famers John Singleton and Mary J. Blige helped unveil Henson's star. She recently starred in the film *What Men Want* and continues her role as Cookie Lyon in the hit Fox's musical drama *Empire*.

In addition to being an Academy Award® nominated and Golden Globe winning actor, writer and producer, Henson also launched the Boris Lawrence Henson Foundation in honor of her late father. The organization will provide scholarships to African-American students majoring in mental health, offer mental health services to youth in urban schools and work to lower the recidivism rates of African-American men and women.



Taraji P. Henson receives her star. From left: Mary J. Blige, Taraji P. Henson, and John Singleton. Photo by Bob Freeman.

ALVIN AND THE CHIPMUNKS

The Hollywood Chamber of Commerce proudly honored Alvin and the Chipmunks with the 2,657th star on the Hollywood Walk of Fame on Thursday, March 14, 2019.



Alvin & the Chipmunks receive their star. From left: Vanessa Bagdasarian, Ross Bagdasarian Jr., Janice Karman, and Michael Bagdasarian. Photo by Mitch Kampf.

The 2,657 star was dedicated in the category of Television at 6600 Hollywood Boulevard in front of the Hollywood Toy & Costume Shop. Ross Bagdasarian and his wife Janice Karman accepted the star with Alvin, Simon, and Theodore in celebration of their 60th anniversary.

“Alvin and the Chipmunks played a large part in our lives growing up and it’s amazing that they can continue to play this role in the lives of our little ones.” Added Ana Martinez, Producer of the Hollywood Walk of Fame.

The Bagdasarian family, headed by Ross Bagdasarian and Janice Karman, have kept Alvin and the Chipmunks a vibrant cultural icon recognized the world over. After more than 60 years, Alvin and The Chipmunks are more successful than ever garnering more than two billion dollars across their number one songs, platinum-selling albums, top television series, Prime Time Specials, Grammy awards, Emmy nominations, and four blockbuster motion pictures.



Simon, Alvin, and Theodore celebrate their Walk of Fame star. Photo by Mitch Kampf.

GUSTAVO DUDAMEL

Los Angeles Philharmonic conductor Gustavo Dudamel received the 2,654th star on the Hollywood Walk of Fame on Tuesday, January 22, 2019.



Gustavo Dudamel receiving his star. Top (from left): Hollywood Chamber Chair of the Board Donelle Dadigan, Helen Hunt, and John Williams. Bottom (from left): Hollywood Chamber President & CEO Rana Ghadban, Gustavo Dudamel, and Councilmember Mitch O'Farrell (CD-13). Photo by Bob Freeman.

Dudamel celebrates his tenth anniversary as Music & Artistic Director of the Los Angeles Philharmonic during the orchestra's centennial season. The star was dedicated in the category of Live Performance at 6752 Hollywood Boulevard in front of the Musicians Institute.

Gustavo Dudamel is one of the most decorated conductors of his generation. He received the 2018 Paez Medal of Art and the Pablo Neruda Order of Artistic and Cultural Merit, the Americas Society Cultural Achievement Award in 2016, and the 2014 Leonard Bernstein Lifetime Achievement Award for the Elevation of Music in Society from the Longy School of Music. He was named Musical America's 2013 Musician of the Year, one of the highest honors in the classical music industry and was voted into the Gramophone Hall of Fame.

Under Dudamel's direction, the LA Phil has become one of the leading orchestras in the world, admired for its unmatched commitment to new music, diversity and inclusion, and the development of groundbreaking digital initiatives. The Celebration of the LA Phil's 100th season showcases the extraordinary versatility and vision of both the Orchestra and Dudamel.



Gustavo Dudamel admires his Walk of Fame star. Photo by Bob Freeman.



A Walk of Fame star waiting to be unveiled. Photo by Mitch Kampf.

The Hollywood Chamber of Commerce is now accepting nominations for the Hollywood Walk of Fame. Deadline for submission is on Friday, May 31, 2019 at 12 noon. No exceptions. All nominations will be considered in the annual Walk of Fame Committee meeting to be held in June. The Walk of Fame Committee will make selections for the year 2020.

“We are constantly asked about the process. Nominating someone for a star is as simple as can be! All we ask for is a completed nomination application and a commitment to sponsor the star should their celebrity sign off in writing on the nomination and attend the event to accept the honor if selected. Anyone can nominate their favorite celebrity, including fans,” said Ana Martinez, Producer of the Walk of Fame ceremonies. “Each year, we receive an average of 300 nominations.

The Walk of Fame Committee will select an elite group of personalities to become our newest Walk of Famers and continue to help make Hollywood the most famous landmark in the world!”

Nomination applications can be obtained at:

www.walkoffame.com

Nomination Procedures:

www.walkoffame.com/pages/nominations

Frequently Asked Questions:

www.walkoffame.com/pages/faqs

Sample Nomination Form: www.tinyurl.com/7rzugza

or by sending a self-addressed, stamped envelope to:

Walk of Fame Committee
c/o Ana Martinez, Hollywood Chamber of Commerce
6255 Sunset Boulevard, Suite 150
Hollywood, CA 90028

The Walk of Fame categories include Motion Pictures, Television, Radio, Recording and Live Theatre/Live Performance. The Walk of Fame Committee will select approximately 20-24 names for insertion onto the world-famous Walk.

Whether nominating an individual or group, the sponsor must submit a photo, a bio and the nominee’s qualifications as well as a list of contributions to the community and civic-oriented participation.



What makes Pavemint different?

An innovative business model around the old-age concept of parking.

For this issue's member spotlight feature, Chamber staff sat down with Sarah Zurell, Co-Founder, Chief Brand Officer, and Executive Vice President of Pavemint, an app-based parking service with an innovative solution to the age old problem of parking in Los Angeles. Sarah Zurell also serves as Vice Chair on the Hollywood Chamber of Commerce's Board of Directors.

Q: Was it a lightbulb moment? How did this happen? How did this startup go from being a dream to becoming a reality? Many people may have thought about this idea, but it never picked up. What makes Pavemint different?

Sarah Zurell: When Randall Jamail, Pavemint's Founder and CEO, approached me, he was working on an app, along with Pavemint's President and Co-Founder, Karen Romine, that was very different than the Pavemint app today. After they explained their model at the time, Randall told me about the inspiration behind it. He had been driving to a football game in Texas where he saw residents standing outside with signs to rent out their driveways. Impressed with their hustle, it suddenly clicked for him: what if residents had a way to share parking spaces via an app? Suddenly, the

lightbulb went off for me and I said to him, "You're talking about Airbnb for parking!" From there, I began working with both of them on Pavemint over the next three years, and I've never looked back.

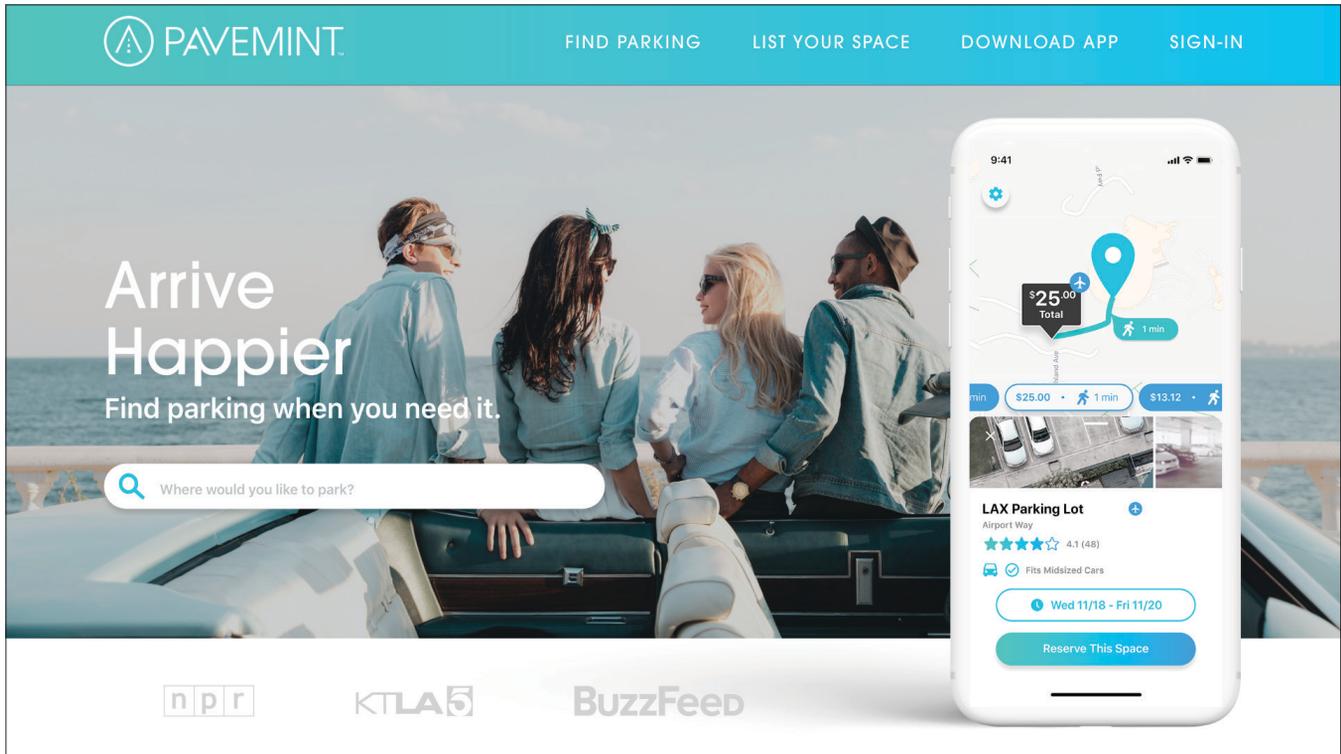
As my background is in branding, I helped put together every aspect of the brand, from our name to our colors, and so on. We also worked diligently to find the right team and build a strong company culture. From there, we worked on coming up with our brand voice, with the development team to build the app, and began to speak with City Council members and local government officials to make sure that the app could launch fully compliant in the City of LA. We then began inundating the marketplace with Hosts who had spare or underutilized parking spaces. Needless to say, turning our dreams

into reality was more work than any of us could imagine, but seeing our app today, I am so incredibly proud of what we've accomplished in this short amount of time.

There is so much that makes Pavemint different than our competitors, many of whom have failed or been forced to pivot. Firstly, unlike other parking apps, we're a peer-to-

“Suddenly, the lightbulb went off for me and I said to him, "You're talking about Airbnb for parking!"”

LEFT IMAGE: City street heading toward downtown Los Angeles. Photo by Alexis Balinoff.



peer marketplace, which means we connect people looking for parking with residents and business owners who **have spaces to share**. Whether that's a driveway that is listed on the app while the homeowner is away at work or an entire lot that a local business owner wants to rent out after hours, Pavemint makes it easy for people to share underutilized parking spaces with drivers looking to **book on demand or in advance**.

We're also launching Pavemint for Business later on this year, which will help address the parking problems facing office buildings as parking minimums are listed. Unlike most startups, which launch with what is called a Minimum Viable Product (it has just enough features to satisfy early adopters), Pavemint launched with a very different kind of MVP: a Maximum Value Product. This means that we spent more time and money in order to launch our app (in October 2017) with many features that most apps don't have until their third or fourth version is released. Another thing that separates Pavemint from the competition is our mission to improve the environment by reducing the 30% of city traffic caused by drivers circling the block looking for parking, while simultaneously lowering the resultant CO2 emissions. Our team is constantly doing research and crunching numbers in order to help us reach this goal in every city that we enter into. Perhaps the biggest difference between us and the competition, or most startups for that matter, is that in every single city we enter into, we sit down

with local government officials and council members in order to ensure that our app is not only fully compliant but is also meeting the individual needs of that municipality. While it's somewhat of an unheard-of concept, we believe it will help Pavemint in the long run, as well as every city where the app launches.

Q: You are based in Hollywood. Was that a marketing strategy, given that there tends to be more exposure in Hollywood? How's that working? Do you have plans to expand to other locations?

As LA was the first city Pavemint opened up, we wanted our office to be right in the heart of it all, and what better place than Hollywood? We are on the corner of Hollywood and Las Palmas and absolutely love the hustle and bustle of our location. It's given us the opportunity to partner with local venues, such as Hotel Cafe, The Fonda, Hollywood Palladium, Whisky a Go Go, The Roxy, The Viper Room and more, to help concert-goers stop circling the block. In addition, we've hosted our own co-branded events at the Pavemint office and rooftop with companies like Sofar Sounds LA and Treehouse LA. In keeping with the original inspiration behind Pavemint, we also have a huge offering of spaces near The Coliseum, Banc of California Stadium, Rose Bowl and Staples Center. In addition to events, Pavemint makes parking at the beach and airport a breeze. In fact, we even have Hosts near LAX that will drop you

off in your own car right to your terminal, wash your car for you as needed while you're away, and bring your car curbside as soon as you land, so that all you have to do is get in and be on your way.

We believe that a large part of what will make Pavemint successful is giving back, so we've put a lot of effort on launching fun activations, such as paying people's parking tickets over the holidays and around Valentine's Day, giving away movie and concert tickets, and hosting charity events at our office. Other than these activations, most of Pavemint's early marketing has relied heavily on word of mouth, digital campaigns and canvassing efforts. However, things are definitely changing. Recently, we teamed up with digital artist Deladeso to have murals painted all over LA (including the top of Runyon Canyon) inviting people to share on social media what they think is hiding in #plainsight in everyday life in Los Angeles, and promoting the parking that is hiding in plain sight across the city that can be accessed using Pavemint. Right now, we're exploring many additional avenues for our marketing efforts, so you can definitely look forward to hearing about Pavemint quite a lot more than you already do!

While LA was the first city we launched in (in October 2017), we have since launched in numerous surrounding cities, such as West Hollywood, Pasadena, Venice and more. We are currently working to expand our reach down the coast to San Diego and are planning on doing a pilot launch in Austin shortly. From there, there are many other cities on our roadmap, but it really depends on which area needs us most!

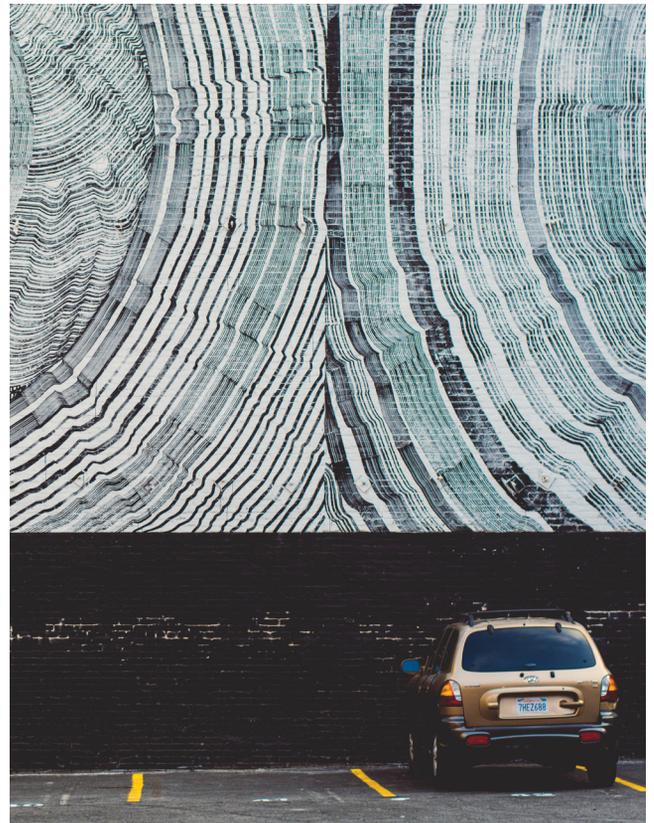
Q: Can you tell us about some of the milestones since the beginning of Pavemint? Did you celebrate any accomplishments? Is parking the only vision for Pavemint, and are there any additional programs/features planned into the service?

Launching in October 2017 with over 4,000 spaces all over LA was a huge accomplishment in itself. We had a canvassing team of 20 people who knocked on nearly every door in LA to make that happen, and it was incredible to open the app and see all of those parking spots. Since then, we've made huge strides in user acquisition and growth, as well as weekly reservations. Recently, a huge milestone for us has been the creation of our **Web App**, which gives the ability for people to reserve parking from their desktop, Android, or any other internet device. As our app launched for iOS only in 2017, it was our top priority to find a way for anyone with an Android or without a smartphone to park with Pavemint, and I couldn't be happier with how well it's turned out. While there are still many milestones yet to accomplish, I feel like we

have something to celebrate nearly every week, and it's important to acknowledge those successes, both big and small.

We're huge fans of a celebration at Pavemint. For example, when we launched, we had a puppy party on the rooftop at Pavemint (because, let's be honest, what could be better than puppies?). We've also done group Karaoke outings, dinners, lunches, etc. We all work very hard, and it's important to remind everyone on the team how much they are valued.

While our focus right now is on parking, our company is so much more than just a parking app. We are a lifestyle brand that wants to help you find the best things to do in LA and beyond, and help you arrive happier at the places that matter most. In order to help us acquire more spaces and help cities even more, we are currently working on a proprietary gate solution to help drivers access secure parking spaces more easily and automate the process for Hosts with gates. It's a very exciting time for mobility right now, which means it's an exciting time for Pavemint as well. While people can only speculate what the future holds, I wouldn't be surprised if Pavemint were one day integrated into cars for a seamless parking experience, or if we



A parked car in Los Angeles. Photo by Travis Yewell.

provided the designated hubs for autonomous vehicles to park and charge while not in use.

Q: As a tech startup, what were the main challenges? What are your challenges now that the company is established and continues to grow? What's the one tip you can offer to someone wanting to start their own company?

I think the biggest challenge with any startup is that you are doing something new and getting people to think differently about something they do every day is no easy task. If you had told people fifteen years ago that one day they would be getting in cars with strangers or sleeping at strangers' houses rather than at hotels, they would have laughed at you. But, with time and perseverance, people gradually begin to change the way they see new concepts and adopt new habits into their daily lives.

I'm not sure I can give just one tip to someone who wants to start a new company, but here are a few:

- Find out what you can do that no one else is doing, and make sure that there is a real need for it wherever you are.
- Things are not always going to go your way. Drop your ego, be willing to admit when you're wrong and be able to pivot.
- Be sure that you have studied every aspect of whatever product you're trying to build. It's fine to hire outside firms as needed to help you build your vision, but make sure that you know what you're talking about in every meeting you go into concerning your product, no matter which department that meeting is with.
- Be gracious. There will be times when you want to blow up. While it is good to be firm, people will do more for you if you've earned their respect, so treat every member of your team with compassion.

Q: Bringing together your team at Pavemint, what type of skills/characteristics did you look for when hiring?

The skills we look for when we hire a new member of the team really depend on the role we're looking to fill. However, I would say that overall, we look for people who are hardworking, interested in green tech and the environment, have worked at startups in the past, are self-starters and fast learners, and people who are calm under pressure. Because we have a diverse team of such like-minded individuals, culture fit is one of the most important parts of the process of finding any new team member.

One person who is constantly in a foul mood and doesn't collaborate well with the rest of the team can bring down the morale of the entire office, so even above experience, it's important to me to find someone who is happy and excited to be part of the group. It's also important to the Pavemint founding team to help bring more women into the world of tech. In fact, we have an equal ratio of men and women in our office which is, unfortunately, unheard of at most startups. We're trying to do our part to change that.

Q: I loved your videos on YouTube advertising Pavemint. Paying for peoples' parking tickets was brilliant. How did this marketing stunt come about? Was it risky? Did it pay off? Would you recommend this type of strategy for a new business?

Thank you! Yes, our Golden Ticket Giveaway was a really exciting activation. We basically sent two Pavemint team members out, and they drove around and passed out our version of Willy Wonka's Golden Ticket to anyone who had gotten a parking ticket, offering to pay their ticket for them and giving them a promo code for \$100 of free Pavemint parking. We filmed the whole thing and then launched the video to kick off a social media giveaway where people could post about their parking horror stories and each week new winners would have their tickets paid and be given free Pavemint parking.

Since the campaign went on around the holidays, it made a huge difference for some of the winners, which was really heartwarming to see. The giveaway went over so well, in fact, that we decided to do a second one last February in celebration of Valentine's Day. On February 14th, 2017, we kicked off our 14 Days of Love campaign, where we paid someone's parking ticket every single day for 14 days in addition to giving them coupons for Pavemint parking.

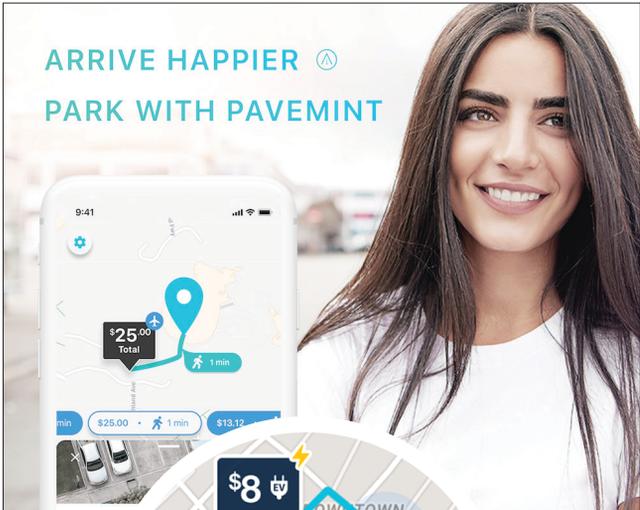
While we have done many other campaigns, these two are still some of my favorites, to date. As I mentioned above, we also recently worked with street artist, Deladeso, in order to have murals put up all over LA that would add beauty to our city and garner brand awareness for Pavemint. The campaign was a huge success, with many incredible influencers, celebrities, locals and tourists posting images of our murals to social media, including music icon, Zayn (formerly of One Direction). The murals are still up **all over** LA, so if you see one, snap a picture and tell us what you think is hiding in #plainsight on your own social media channels! You can also check out the hashtag #plainsight on Instagram to see some of the amazing posts from others.



Los Angeles street. Photo by Nathan Dumlaog.

Q: We get asked all the time, “What’s the closest parking to the Walk of Fame?” What would you recommend?

Hollywood is one of the most densely-packed areas in terms of available Pavemint parking spaces, so it really depends on where you’re trying to go! However, one of our favorites, which also happens to be right down the street from our office, is the Blessed Sacrament lot on Selma Ave. Not only is it right off the Walk of Fame, but there is a delicious organic coffee shop nearby on Sunset, called Javista, as well as an incredible vintage shop right on Selma, called Enon! Plus, every new Pavemint user gets \$10 of free parking just for signing up, so instead of paying for an expensive Hollywood lot, you can score free or heavily discounted parking!





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