



Annual Report 2013-2014



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Message from the Executive Director

It is a very exciting time to be in Westwood. Major construction projects are underway. Properties have transitioned, and new businesses have opened their doors. Mayor Garcetti has named our signature boulevard a “Great Street,” and the Westwood Village Improvement Association (WVIA) expanded its scope, further bolstering Westwood’s position as a community on the rise. Exciting times, indeed.

Since its inception in 2011, the WVIA has focused on transforming the Westwood Business Improvement District into a clean, safe, and welcoming place that provides a secure and predictable foundation for investment and development. The progress of our district in such a short time is a testament to the hard work and vision of our leadership.

Now, the WVIA has taken its next steps. Our board has added to its mission by making two strategic decisions I believe will propel Westwood forward.

First, we added marketing, communications, and outreach to our daily operation. The WVIA created a robust communications network with a revamped website, expanded database, and thousands of social media followers across several platforms. Our outreach extends from our stakeholders within our boundaries to the residents in our surrounding neighborhoods and to UCLA. We are telling the story of Westwood, and people are paying attention.

The second step our board took was turning its focus to the economic health of our district. The WVIA heard from our property owners and businesses and prioritized business attraction and retention, as well as addressing the Westwood Specific Plan, the planning document that regulates Westwood Village.

The broadened mission of the WVIA will not diminish our concentration on our core programs. We will never stop picking up trash, pressure-washing sidewalks, trimming trees, caring for landscaping, and maintaining infrastructure. Reducing our homeless population and improving our parking experience also remain key priorities. However, for Westwood to compete in a crowded commercial marketplace, we must be multi-faceted and provide the direction and leadership necessary to define our community.

The achievements of the WVIA would not be possible without the dedication of our board and the support of our stakeholders. Westwood is on the rise and it is imperative that we capitalize on the enthusiasm we have generated and meet the promise of our great district.

Vibrant and Unique

The Westwood Business Improvement District (WBID) is a vibrant, unique commercial district centrally located in Los Angeles. Our district is easily accessible and provides a retreat for Angelenos from their busy, big-city lives. Westwood Village resides within the WBID and is historically significant, built in 1928 by the Janss family as a retail village.

Added Value

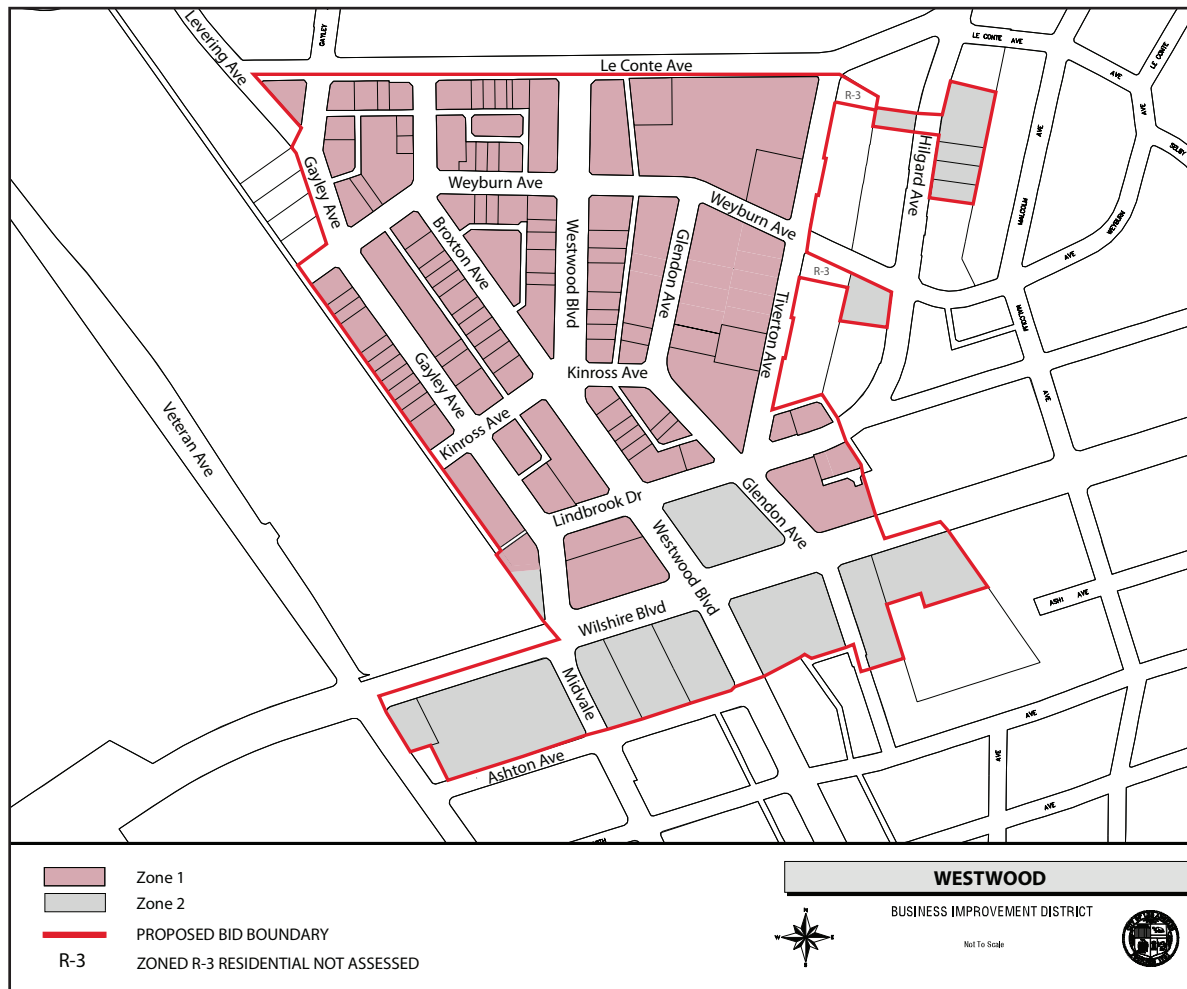
The Westwood Village Improvement Association (WVIA) Board of Directors oversees the WBID and provides essential services to ensure the vitality of the district. Rate-payers within the WBID boundaries pay nearly \$1.3 million dollars in annual assessments to fund key programs to make Westwood the best possible place to live, work, and play.



"I am thrilled to have the Westwood Village Improvement Association in my Council District. The Westwood Village Improvement Association has been a key partner to the City of Los Angeles, and the improvements I have seen in my five years as a Councilmember have been impressive and crucial to the revival of the neighborhood. The WVIA works to create a vibrant business environment within its boundaries by making the District cleaner and safer than it has ever been, and by marketing and promoting our businesses. We are proud of the WVIA's accomplishments and look forward to their stewardship for years to come."

— Councilmember Paul Koretz, Los Angeles
City Council, Fifth Council District





District Zones

The WBID is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, their street frontage, and also their zone.

Zone 1

Primarily Westwood Village and it contains the higher concentration of retail uses in the District, the higher pedestrian counts and the higher demand for clean and safe services.

Zone 2

Primarily the periphery of the District, and is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones and less need for cleaning and maintenance services.

Clean, Safe, Beautiful

The core mission of the WVIA is to make our district clean, safe, and beautiful. The WVIA spends 72% of its budget to meet this goal. This will total \$949,504 in the 2014 calendar year.

Clean

WVIA teams provide cleaning services in the district. Beginning before sunrise, the WVIA ensures each day starts with the district looking it's best, and then maintains that standard throughout the day.

- 7-day per week service
- Removed 22,574 pounds of litter and trash
- Removed 535 stickers and instances of graffiti
- Pressure washed over 2,300,000 square feet of sidewalk
- Returned 649 displaced shopping carts
- Same-day response to calls for service

Clean team pressure washing reaches every square foot of sidewalk over a two-week cycle. High intensity areas are cleaned even more frequently.

"Maintenance ambassadors do an excellent job of removing trash in the morning and doing sidewalk sweeping. There is always going to be trash around because of the heavy foot traffic. The team also responds well on disturbances that the homeless people cause. Without this team, I know Westwood Village would not be the way it is now. Clean and safe!"

— Kenneth Battle, CVS Pharmacy



Litter Removal

93%

Graffiti Removal

90%

Sidewalk Cleaning

88%

Tree Trimming

83%

Landscaping

87%

* Percentage of stakeholders who rate WVIA services as either "good" or "excellent."

**Other rating options were "fair," "poor," "very poor," and "I don't know."

Safe

WVIA public service ambassadors are the welcoming face of our community. Ambassadors are deployed throughout the district and work with our merchants and guests to ensure the best possible experience.

- 7-day per week service
- Extensive knowledge of businesses and district information
- Daily check-ins with merchant community
- “Eyes and ears” of the district
- Close relationship with local law enforcement
- Lost and found

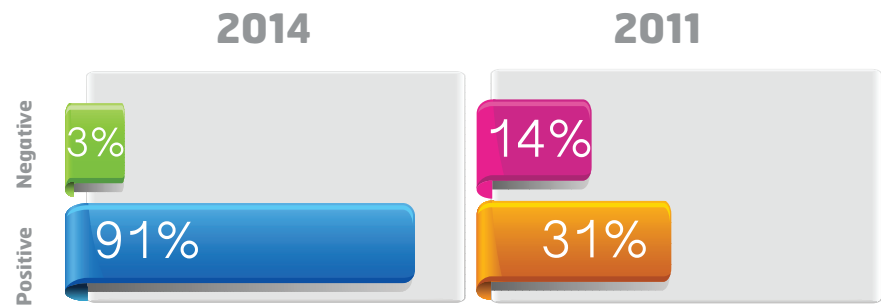
In 2013/2014, ambassadors assisted local first responders 129 times to make the district a safe and welcoming environment for everyone.



“I want to thank you all again for the generous service your organization provided me. I somehow lost my phone on Kinross, and a good samaritan turned it in to your officers. If those gentlemen hadn’t made a big effort to find me and hold the phone for me, I would have lost so much that my work and personal lives rely upon. Thank you again!”

– Terra Bennett,
Master of Public Policy Candidate,
UCLA Luskin School of Public Affairs

Safety Improvements from 2011-2014

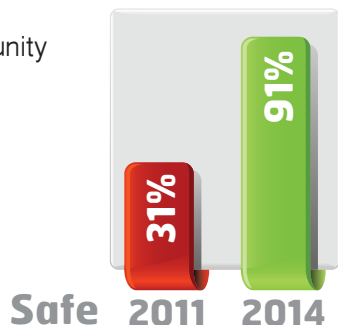


* Percentage of stakeholders who rate safety in the district as either “good” or “excellent.” 2011 (pre WVIA) vs 2014.

PATH

The WVIA budget allocates funding to affect homeless in our district. To meet this goal, the WVIA has contracted with People Assisting the Homeless (PATH) and since this partnership began in 2012, 18 of the district's homeless have been transitioned into either temporary or permanent housing.

- Weekly and as-needed service
- Works in concern with WVIA ambassadors
- Responds to calls directly from merchant community
- Connects individuals with life-changing services



"Since the Westwood Village Improvement Association has partnered with PATH, the frequency of incidents involving transients has dropped dramatically."

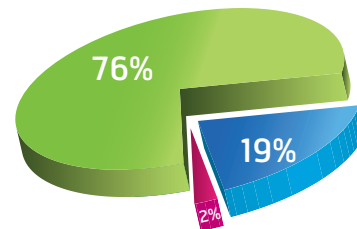
– Desiree Tejada,
Store Manager,
Peet's Coffee & Tea

Beautiful

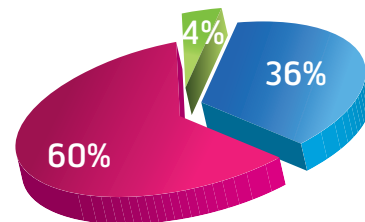
The Westwood Business Improvement District is a popular destination visited by thousands daily. Keeping our district beautiful is a chief mission of the WVIA and we perform many tasks to meet this goal.

- Trims over 500 street trees annually
- Maintain electrical infrastructure to light trees on Gayley Avenue, Broxton Avenue and Westwood Boulevard
- Holiday lighting and decor
- Landscape medians and planters with California-native and draught tolerant plants, and provide weekly service
- Refurbish street furniture, such as trash cans, benches, bike racks, and light poles
- Repair and reconstruct district sidewalks

Current Condition in 2014



Current Condition in 2011 (Before the WVIA)



Positive ■ Fair ■ Negative ■

Communications and Development

Effective January 2014, the WVIA evolved to take a more active role in advocating for the WBID.

The WVIA dedicated a staff position to this function and began ramping up programs to help businesses and their customers, as well as to tell the story of the district.

Website and Mobile Application

The WVIA has updated its website, introducing a clean design and moving images with featured content focused on our mission to provide the Westwood community with up-to-date information. Furthermore, the WVIA has launched its very own app, “Westwood Village,” available for iPhone and Android phones.



Website

- New and fresh domain name: **thewestwoodvillage.com**
- Updated directory
- News about district happenings and events and promotions
- Maps
- Parking information
- Newsletters
- Outreach information
- WVIA meeting calendar and agendas and notification subscription

Mobile Application

- Updated directory
- Parking information
- Discounts, promotions, and deals
- Contact ambassadors
- Social media and more



Social Media

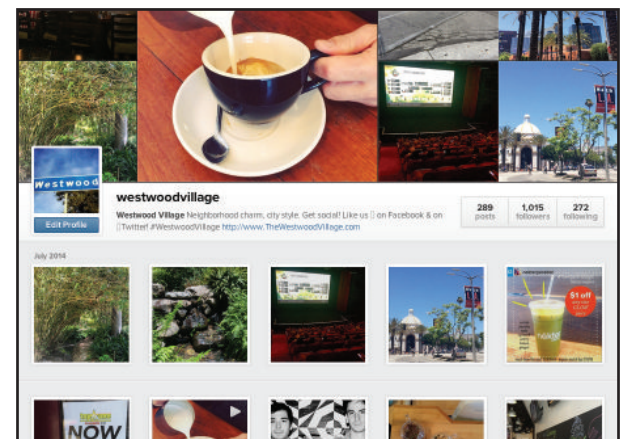
Social media is a very important medium in today's commercial marketplace. More people are using social media and their handheld devices to connect with each other and to explore their worlds more than ever before and it is crucial that the WVIA engage this community.

- Facebook, Twitter, Instagram, and FourSquare
- Updated daily
- Promotes business
- Announces events, promotions, and items of interest like movie premieres, new merchants, and sales
- Posts WVIA meeting agendas
- Virtual townhall which enables discussions and communications in our community



"Just wanted to reach out and say you are doing a FANTASTIC Job managing this page recently. I manage shopping centers and live in Westwood. I must say kudos to the direction you are taking to drive traffic there. I am so excited to see the efforts being made in our neighborhood!"

— Louis Schillace, Westwood Resident



Blog

The WVIA knows the pulse of the district. Staff blogs weekly about businesses, events, and WBID programs and services. Readers to-date have learned great Westwood facts, like where to watch the Super Bowl, where to buy that special someone bling for Valentine's Day, and how the WVIA ambassadors can enhance a visit to the Village.

"Westwood Village is a wonderful place to spend time, walk, shop, visit the museum and eat at one of their great restaurants. Wonderful place, wonderful people!"

— Joan Pelico, Chief of Staff,
Office of Councilmember Paul Koretz,
Los Angeles City Council, Fifth Council District

Westwood Village Farmers' Market

The Westwood Village Farmers' Market has been in the Village for 15 years. Located on Broxton Avenue closed to vehicular traffic, the WVIA-sponsored market is a vibrant and fun destination for everyone to enjoy on Thursdays from noon – 6pm. Visitors come from Westwood office towers, UCLA, and surrounding neighborhoods to experience offerings like fresh produce and agricultural products, flowers, delicious prepared foods, and unique jewelry and artwork.

Westwood Discount Program

Connecting Westwood businesses with potential customers is a goal of the WVIA. Many merchants participate in the Westwood Discount Program. To date, 25 businesses are now offering discounts and promotions aimed at people who work in the district and UCLA students, faculty, and employees. This program is taking hold and has seen significant growth since its inception a few short months ago.



Merchant Meetings

Westwood merchants and tenants are the engine that drives the district. Hearing, and acting on, the feedback these stakeholders provide is crucial to the WVIA's success. The WVIA hosts quarterly merchant meetings to hear this feedback, and to provide information on WBID programs, services, and opportunities. Past topics have included: updates from law enforcement, loss prevention, the WVIA ambassador program, marketing opportunities, and events.

"A great place to grow up, have a family, and have a wonderful business with long-time customers."

— Flax Pen To Paper, Westwood Business

ReSTORE LA: Westwood

In late 2013, the Hammer Museum launched the Arts ReSTORE LA: Westwood, a new initiative designed to revitalize the retail market in Westwood Village by inviting community fashion designers, jewelry makers and artists to occupy and sell from vacant storefronts in the district. With the assistance of property owners willing to donate vacant space to artists and artisans, ReSTORE LA enlivened the district for a period of over a month and the local arts community had access to a large audience excited to experience a uniquely curated environment in the district.

Outreach

The WVIA has several outreach programs designed to communicate with district stakeholders and the community at large so we can tell the story of our district as well as keep people informed.



"This is a great new program implemented by the Hammer Museum to make art more accessible to the community and to utilize neighborhood spaces and re-energize the neighborhood, in this case Westwood Village. I hope to see the expansion of this project!"

— Roshi Rahnama, Westwood Visitor

Westwood Village News



Neighborhood
Charm,
City Style.



Please Save the Date

Please save the date of August 21st, 2014 for the Westwood Village Improvement Association Annual Meeting at The Geffen Playhouse for a presentation on the progress of the past year.

[Click](#)



How are we doing?

The Westwood Village Improvement Association (WVIA) is conducting an annual survey to gauge the effectiveness of our programs and services.

It is the goal of the WVIA to reach out to all stakeholders within the BID boundaries, including commercial property owners, merchants and business owners, and residential property owners. We believe you will be able to provide valuable input and your response will help us best serve the needs of the District. Please fill out this brief survey, as it is the best means for your voice to be heard. The survey



Annual Meeting Video

Help us tell the story of the Village. Be a part of our Westwood Village video for our 2013/2014 Annual Meeting on August 21st. This promotional video will feature what makes Westwood Village special. To get involved, please contact us to set up a date and time to showcase your business! Questions? Call us!



Farmers' Market Goes Plastic Bag Free in July

To help reduce waste and pollution, Westwood Village Farmers' Market will ban the distribution of disposable plastic carryout bags as of July 2014. To help with this transition, the Farmers' Market organized a reusable bag design contest. Bags will be available for purchase at the market for \$4. In

Newsletter

The Westwood Word is a monthly newsletter distributed to stakeholders (in print and electronically) within the district. The Word features information regarding WVIA programs and services, City of Los Angeles programs and services as well as contact information for key departments and agencies, and any other information relevant and helpful for our merchants, tenants, and property owners.

The Westwood Village Insider is distributed to our surrounding neighbors via our partners in local homeowner associations. The goal of the Insider is to provide the friends of our district with information they might find beneficial such as items about new businesses, sales and promotions, events, parking, and other services that will make their Westwood experience as satisfying as possible.

"As a Westwood Village resident and UCLA alum, I am impressed by the job that the Westwood Business Improvement District has done for the Village. With additional parking, outreach, and continuation of revitalization of the area, I'm excited to see what's to come!"

– Carolyn Mariano, Westwood Homeowner

Outreach: Tenants

District high-rise office buildings are home to thousands of dedicated Westwood patrons. It is imperative that the WVIA reach this constituency to provide them with information that will encourage them to continue choosing Westwood for their retail, restaurant, and service needs. Through our partners in the high-rise community, the WVIA is promoting Westwood in these buildings. In addition to our newsletter distribution, the WVIA uses elevator advertising to reach a captive audience in these buildings and tenants now see information regarding the Westwood Discount Program, the Westwood Village Farmers' Market, and access to WVIA social media, which is the gateway to our world of helpful information about the district. The WVIA also performs "house calls" to talk about district programs, services, and benefits to tenants.

Outreach: Residents

Westwood residents are key contributors to the economy of the district. In addition to newsletter penetration as outreach, the WVIA visits with homeowner associations to update the community on happenings in the district, as well as frequently interacting via social media.

The WVIA surveyed Westwood neighbors and learned that 52% of Westwood residents have visited Westwood Village in the past two days, and 76% had visited within the last week, proving the importance of this vital constituency.

2014 Westwood Resident Survey

Answer Options	Response Percent	Response Count
To Work	8.9%	21
Shopping	38.0%	90
Dining	68.4%	162
Banking	32.5 %	77
Education	10.1%	24
Health Care	22.4%	53
Personal Service	19.4%	46
Arts and Entertainment	35.9%	85
Religious	0.8%	2
Groceries	84.4%	200
Other (please specify)		19
Answered Question		237
Skipped Question		14

Advocacy and Long-Term Strategies

District stakeholders are invested in the economic vitality of the WBID. Only through advocacy and strategizing for the long-term will Westwood be able to compete in a crowded marketplace. The WVIA takes this responsibility extremely seriously and is working to position the WBID as a dynamic commercial district that serves the needs of Westwood and our patrons throughout Los Angeles.

Development

Business Attraction & Retention and Retail Support & Recruitment typically rank among the top categories in the WVIA Annual Stakeholder Survey. The WVIA Board of Directors responded by making business attraction and retention, as well as addressing the Westwood Specific Plan, top priorities.

Goals

- Enhance the long-term viability and performance of the WBID
- Engage private and public partners to create strategies for success, and to advocate for the district
- Create an executable plan within 120 days

Great Streets

Mayor Garcetti's first executive directive was to establish the Great Streets Initiative in Los Angeles. The program will focus on specific improvements to key corridors in the City of Los Angeles. Westwood Blvd within the WBID has been named one of the city's 15 Great Streets.

Goals

- Dynamic partnership between the WVIA and the City of Los Angeles
- Coordinate city services and funding strategies
- Infrastructure and advocacy for the district



"Westwood Village has a story to tell - a world class museum, a world class university, fine dining and cutting edge fast casual food operations - motion picture and live theatre venues - and history - some of the most iconic buildings in Los Angeles - all located within a four block radius of what was the genesis of the open air mall created some 70 plus years ago. It's imperative that the WVIA tell our story, and advocate and encourage business and development so our district can thrive."

— Peter Clinco, Owner, Skylight Gardens

Parking

Parking is continually a top-three concern of our stakeholders. Improving the district's parking experience is a priority for the WVIA. Here is a recap of our efforts:

LA Express Park

With the endorsement of the WVIA Board of Directors, the Los Angeles Department of Transportation (LADOT) will move forward with the pilot program for LA Express Park, a smart, demand-based parking solution for both on-street (parking meters) and off-street (Broxton public parking structure) that has proven effective in Downtown Los Angeles.

Goals and Benefits

- New smart-parking meters replace older pay stations
- Dynamic pricing structure based on demand
- Eliminates parking-meter feeding
- Increases parking space turnover
- Access to real-time parking information
- New signage and infrastructure



Loading Zone Conversion

Like other districts, the WBID has a turnover of businesses within its boundaries. As a result, many once-necessary loading zones are now unused, leaving potential parking spaces out of the local inventory.

The WVIA is working with LADOT to convert these former-loading zones to active parking meter spaces. To date, 19 spaces are slated for conversion. Once the WVIA reaches its goal of 40 spaces, the equivalent of a new surface parking lot will be added to the district's parking inventory.

Park Me

The WVIA is pleased to partner with Park Me, a local parking information and technology provider dedicated to making parking easier. The Park Me database of parking locations, availability, and cost is available on the WVIA website, and on the mobile application. This partnership means the most up-to-date parking information, and even the Park Me reservation system, is available to Westwood users.

Parking District

District stakeholders have long asked that revenues generated from parking be returned to their community. Unfortunately, economic realities in the City of Los Angeles have made this impossible.

The WVIA, together with other City stakeholders, is working with the Mayor's Office to find solutions to restore revenue to their places of origin. If returned, these funds could be used to fund large capital improvement projects in the district as well as transportation-based upgrades in the community.

Handicap Placard Reform

In 2012, the WVIA completed an assessment of parking in the district. It was determined that, at any given time, 42% of all WBID parking meters are occupied by vehicles with handicap placards. This loss of inventory means less parking for Westwood customers, less revenue for the City of Los Angeles, and less availability for people with disabilities who prioritize accessibility over free parking.

The WVIA is leading an effort in the City of Los Angeles to reform the handicap placard system in California. Other business improvement districts in the city have joined Westwood in lobbying local and state officials to follow other states that have reformed this system that is harming our commercial districts.

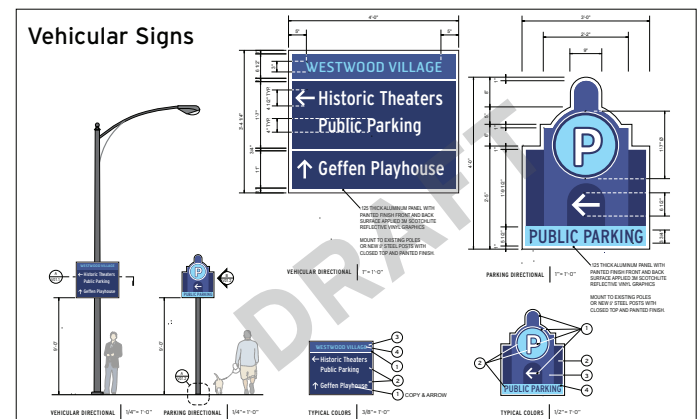
Wayfinding Signage

Directing vehicles and pedestrians to parking and locations of interest is a priority for the district. The WVIA has designed a wayfinding system for the WBID, highlighting the many destinations within the boundaries.

The wayfinding system went through extensive review, both with the WVIA and community stakeholders, and LADOT. The approval process continues with various bureaus of the City of Los Angeles Public Works department, but the WVIA looks forward to installing the first phase of wayfinding signage in the coming year.

Benefits

- Direct vehicles and pedestrians to places of interest
- Direct vehicles to parking
- Brand the district, further creating a unique sense of place



Monthly Parkers in Broxton

The WBID is fortunate to have a public parking resource in its boundaries. The Broxton public parking structure has 365 spaces available, but 76 of these spaces are pre-sold to monthly parkers, essentially taking 20% of the total inventory off the market for customers of our businesses.

The WVIA is actively lobbying LADOT to remove monthly parking from the Broxton structure to free up this valuable resource for transient parkers who want to take advantage of one of the last remaining two-hours free parking options in Los Angeles. Our partners in Council District 5 have, at our request, submitted a City Council motion asking LADOT to report on impacts of removing monthly parking from the structure.



Board and Staff

The WVIA is dedicated to managing the WBID and making the district the best possible place to live, work, and play. The WVIA mission statement is as follows:

The Westwood Village Improvement Association (BID) is a non-profit organization whose mission it is to make Westwood Village a clean, safe and friendly place for the community through maintenance, security, and enlivening programs. The WVIA shall lead the District by taking positions on district-wide short and long term opportunities, and considering matters such as city planning and zoning, parking, events, and other services that promote increased tenant recruitment and retention, business, values, and investment.

"One of the objectives of the Westwood Village Improvement Association is to address the village, area residents, and stakeholder needs. Staff have done an exceptional job accepting this level of responsibility to the Westwood community by paying particular attention to detail."

— Felicia Brannon,
Executive Director, Community and Local
Government Relations, UCLA

Board

The WVIA is governed by a 13-member, volunteer, Board of Directors consisting of property owners, merchants, and UCLA. The following district stakeholders served on the WVIA Board in 2013/2014:

Jessica Dabney
CHAIR
North American Reality

Clinton Schudy
Board Member
Oakley's Barbershop

Mark Eberwein
Board Member
W Los Angeles

Josh Weisman
Board Member
J.S. Rosenfield

Jack Powazek
VICE CHAIR
UCLA

Andy Starrels
Board Member
Casden Properties

Nick Jacobs
Board Member
The Glendon Bar & Kitchen

Michelle Sakamoto
Board Member
KFO, Inc.

Christian Irwin
SECRETARY
Domino Realty

Adrienne Walden
Board Member
Douglas Emmett Management, LLC

Judy Munzig
Board Member
TOPA Equities

Chris Pearson
TREASURER
Equity Office Properties

Peter Clinco
Board Member
Skylight Gardens

Ginny Root
Board Member
Occidental Petroleum

Staff

WVIA Staff is responsible for executing the policies and direction of the Board of Directors, and carrying out the day-to-day management of the WBID. Meet your WVIA Staff:

Andrew Thomas
Executive Director

Sheila Kouhkan
Deputy Director

Megan Furey
Marketing and Communications Manager





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