

WEST HOLLYWOOD DESIGN DISTRICT ANNUAL REPORT

FORMERLY THE AVENUES: ART, FASHION AND DESIGN DISTRICT

FISCAL YEAR 2012 - 2013

I. INTRODUCTION

Since its creation in 1996, *West Hollywood Design District (WHDD)* has formally recognized and promoted a neighborhood that was informally known as the West Coast's premier destination for interior design, art galleries, fashion forward retail and restaurants. The district includes more than 180 design and interior-related firms, 20 art galleries, 20 restaurants and scores of specialized retail stores and service businesses. This group of stakeholders voted to incorporate a business improvement district to augment the services provided by the City of West Hollywood and amplify their individual efforts with a collective vision. This organization is renewed yearly by the City Council as part of the contracted services of Visit West Hollywood.

The current Board of Directors:

Mr. Darren Gold, Alpha, Chair
Ms. Jamie Adler, Phyllis Morris, Vice-Chair
Ms. Sara Sugarman, Decorative Carpets, Treasurer
Ms. Karen Harautuneian, Hub of the House, Secretary
Ms. Stacey Dunaux, Minotti
Mr. Tod Carson, Tod Carson Antiques
Ms. Stacie Hunt, Du Vin
Mr. Jason Illouljian, Ivy Property Group
Mr. Trigg Ison, Trigg Ison Fine Art
Ms. Karen Kuo, Robert Kuo
Mr. Marco Pelusi, Marco Pelusi Hair Studio
Ms. Sarah Robarts, Ballantines PR
Ms. Elizabeth Solomon, Mayfair House
Mr. Gary Trudell, Dream by Custom Comfort Mattress

Honorary Members:

Mr. Brad Burlingame, Visit West Hollywood
Mr. Jeffrey Huffer, City of West Hollywood Division of Economic Development & Special Projects
Ms. Genevieve Morrill, West Hollywood Chamber of Commerce
Mr. Ryan Farber, Executive Director, West Hollywood Design District
Ms. Erika Hanson, Marketing Manager, West Hollywood Design District

II.

LOCATION & BOUNDARIES

West Hollywood Design District Business Improvement District contains approximately 250 assessable businesses. The district boundaries can generally be described as all real property within the commercial zones of the City located south of Santa Monica Boulevard, bordered on the west by Doheny Drive, on the south by Beverly Boulevard and on the east by La Cienega Boulevard. Businesses that are excluded from the district boundaries include: all medical-related professionals, property management companies, non-profit organizations, pet hospitals or clinics, governmental agencies, and businesses located in Pacific Design Center. (A list of district addresses is included as Attachment A to this report.)

III. SERVICES

Within the general context of the previously submitted 2012-2013 work plan and ongoing meetings of the West Hollywood Design District Board, member feedback, guidance of city staff and comments of area residents the activities and services (and the structure of this report) revolve around 6 priorities:

1. Funding Objectives
2. Networking/Outreach
3. Marketing/Communications
4. Events
5. Streetscape
6. Administration

IV. ASSESSMENT STRUCTURE

The assessment formula is designed to generate income from the businesses within the boundaries of the District, and has not changed since the inception of the district in 1996.

Assessments are a combination of a base assessment (based on business category) and a sliding scale assessment (based on categories of annual gross sales using the prior year's gross sales). For fiscal year 2012-2013, the minimum annual assessment was \$60.00 and the maximum annual assessment was \$3,000.00. Businesses that receive most benefit from the activities and improvements pay a higher assessment than those businesses that will receive less benefit from the activities. New businesses will not be assessed during the first fiscal year in which they are established. The City of West Hollywood invoices and collects the assessments from member businesses and provides the total of assessments due in biannual payments. The total due to West Hollywood Design District has traditionally been provided regardless of a business defaulting on the fee. The city has also provided payment terms for members to pay their assessments in incremental payments.

BUSINESS CATEGORIES

Businesses within the boundaries of the proposed district have been classified into six categories.

CATEGORY 1 BUSINESSES represent those businesses that will serve as the "destination" points for visitors to WHDD. These businesses will receive the most benefit from the proposed activities and improvements, which are geared toward bringing people into the area to shop and dine. Businesses in this category include, but are not limited to:

Antique Shops, Bakeries, Bars, Bookstores, Carpet & Rug Stores, Clothing Stores, Coffee Houses, Delicatessens, Design Showrooms (retail), Electronic Stores, Florists, Gift Shops, Jewelry Stores, and Restaurants.

CATEGORY 2 BUSINESSES are not necessarily destination businesses, but will derive significant benefit from the proposed activities and improvements that are designed to bring people into the area to shop and dine and secondarily to conduct personal businesses. Businesses in this category include, but are not limited to:

- Art Galleries, Banks, Barber Shops, Beauty Salons, Designers/Decorators, Gymnasiums, Interior Designers, Laundry/Cleaners, Liquor Stores, Parking Management Companies, Pet Stores, Pharmacies, Photo Developing, Photography Studios, Print and Copy Stores, Professional Schools, Shoe Repair, Tailors, Travel Agents

CATEGORY 3 BUSINESSES will derive moderate benefit from the proposed activities and improvements because by making the area a vibrant and unique shopping and dining destination, more people will be in the general area doing business. In addition, many of these businesses cater to other businesses located in the area. Businesses in this category include, but are not limited to:

- Architects, Attorneys, Bookkeeper/Accountant/CPA, Car Service and Repair, Corporate Headquarters, Designer Showrooms (wholesale), Financial Consultants, General Office Uses, Grocery Stores, Hardware Stores, Insurance, Manufacturers, Public Relations, Real Estate Brokers, Talent Agencies

CATEGORY 4 BUSINESSES consist of owner/operators who will derive nominal benefit from the proposed activities and improvements because by making the area a vibrant and unique shopping and dining destination, more people will be in the general area doing business. Owner/operators will benefit from these activities and improvements on a smaller scale than larger establishments. Businesses in this category include, but are not limited to:

- Personal service owner/operator without employees

CATEGORY 5 BUSINESSES includes businesses that will not receive benefit from the proposed activities and improvements and therefore will be exempt from the assessment. Businesses in this category include, but are not limited to:

- Medical-related professionals who are mainly in the area because of its proximity to Cedars Sinai Hospital. They derive business because the hospital is a well-known health service institution and they do not identify with WHDD.
- Pacific Design Center - The businesses within Pacific Design Center benefit from their own marketing, promotion and identity campaign.
- Non-Profit Organizations, Governmental agencies and other businesses including property management firms, pet hospitals and veterinarians that will not receive benefit from the proposed activities and improvements.

CATEGORY 6 BUSINESSES include the management or owners of malls, marketplaces and other tenant-based businesses that are marketed and promoted collectively. Such malls and marketplaces as a whole receive benefit from programs promoting WHDD as a destination for both 'to-the-trade' and retail customers. Management/owners of such businesses are able to promote to tenants their participation in West Hollywood Design District as a value-added benefit. Businesses in this category include, but are not limited to:

No businesses in this category

ASSESSMENT FORMULA

In addition to the base amount, businesses in Categories 1 and 2 will be assessed an additional amount based on their annual gross sales. Businesses that have larger annual gross sales will be assessed more than businesses that have smaller annual gross sales. Businesses in Categories 1 and 2 with \$100,000 or less in gross sales will not be assessed an additional amount.

CATEGORY 1 ASSESSMENT

Annual Gross Sales for Prior Year	Base Fee	Total Assessment
\$0 - 100,000	\$0	\$180.00
\$100,001 - 250,000	\$100.00	\$280.00
\$250,001 - 500,000	\$200.00	\$380.00
\$500,001 - 750,000	\$300.00	\$480.00
\$750,001 - 1,000,000	\$400.00	\$580.00
\$1,000,001 - 1,500,000	\$600.00	\$780.00
\$1,500,001 - 2,000,000	\$800.00	\$980.00
\$2,000,001+	\$1,000.00	\$1,180.00

CATEGORY 2 ASSESSMENT

Annual Gross Sales for Prior Year	Base Fee	Total Assessment
\$0 - 100,000	\$0	\$120.00
\$100,001 - 200,000	\$100.00	\$220.00
\$200,001 - 400,000	\$200.00	\$320.00
\$400,001 - 700,000	\$300.00	\$420.00
\$700,001 - 1,000,000	\$400.00	\$520.00
\$1,000,001 +	\$500.00	\$620.00

CATEGORY 3 ASSESSMENT

Base Assessment: \$100.00
Increment Increase: None

CATEGORY 4 ASSESSMENT

Base Assessment: \$60.00
Increment Increase: None

CATEGORY 5 ASSESSMENT

Base Assessment: None
Increment Increase: None

CATEGORY 6 ASSESSMENT

Base Assessment: \$100 x the number of leases
Increment Increase: None

V. 2012 - 2013 ANNUAL REPORT – WEST HOLLYWOOD DESIGN DISTRICT

SUMMARY:

During the 2012/2013 fiscal year the West Hollywood Design District (WHDD) Board of Directors took bold steps to improve the overall marketing and branding of the district. Programs previously produced were examined and either enhanced and improved or eliminated. The introduction of a newly hired Marketing Manager allowed for more focus on new labor intensive marketing projects, event production, idea generation and technology endeavors. The Marketing Manager closely worked with member businesses to promote their activity through social media channels and show a return on their investment in the district. This new position permitted the Executive Director to spend more time on partnerships and operations to enable a more self-sustainable organization. The Avenues Streetscape Working Group met six times during the FY and helped mold a vision for the district's physical rejuvenation. A momentous decision to change the name of the district from "The Avenues: Art, Fashion and Design District" to "West Hollywood Design District" was made in March. Overall, the Board is thrilled with the accomplishments of this FY and is looking forward to opportunities that lie ahead.

Funding Objectives

The continued goal of financial solvency pushes the Board to find programming and initiatives that will create a self-sustaining business model.

WHDD Sponsorship/Banner Program

WHDD maintained its relationship with Jaguar of Southern California and garnered a six month extension from the previous fiscal year. The partnership was a successful one for both WHDD and Jaguar and set the stage for other opportunities. A new banner program was developed to attract organizations that want to brand themselves for shorter periods of time and/or a targeted street location. Tommy Hilfiger came in after Jaguar to utilize the banner program for three months. This new program allows the Executive Director to sell to a broader range of organizations that want a presence in the district. This revenue stream is critical for the district to continue and develop programs. The hiring of a new Marketing Manager has freed up valuable time necessary to cultivate sponsors and banner program possibilities.

"Taste Dinner Series" Fundraiser

The "Taste Dinner Series" of events included a new version this FY called Taste Music. It was held in conjunction with the Sunset Strip Music Festival and was held at the iconic Sunset Marquis Hotel Restaurant. Famed Rock N' Roll photographer Bob Gruen was the main attraction along with fashion designer Logan Riese and musician Jules Larson. Mr. Gruen presented 10 original works depicting famous musicians at the height of their careers. Following the stories from the photos, Chef Burlion talked about his inspiration from the photos in creating each course. Logan Riese clothed models that walked throughout the dining room and explained his production and design process. Again, Chef Burlion discussed his inspirations from Logan's designs to prepare that course. The evening culminated in a performance by Jules Larson at the hotel pool deck. Chef Burlion finally talked about Jules' music and his inspired dessert pairing. The primary goal of this event is to highlight businesses in the district and as a fundraiser for a chosen charity. 46 guests purchased tickets for the event and a portion of the proceeds were donated to the art program at West Hollywood Elementary School. The Board of Directors views this event as a win-win and will continue to develop the program and produce it in new and exciting venues.

Developmental Funding

In alignment with FY 2012-2013 work plan, the Board of WHDD sought additional funding from the City of West Hollywood and the West Hollywood Marketing and Visitors Bureau. The City of West Hollywood supported WHDD with \$70K in funds used for 1) hiring of a Marketing Manager 2) a pay raise for the Executive Director and 3) hiring of a PR firm to assist with a year-long publicity campaign. A clear understanding between the City and WHDD that these additional funds would assist with the continued growth and stability of district operations was agreed upon. WHDD Board has continued its commitment to placing \$5000 per year in a reserve account for a five year period. This reserve has been created to serve as emergency funding for operations should the Board deem it necessary to utilize.

Networking/Outreach

Advocacy

WHDD Board was asked to assist in collecting data for a proposed ordinance to extend meter times throughout the district and City of West Hollywood. Several email blasts containing a survey were sent to members of the district to gain further insight. Based on the survey results, it was clear a better method of educating members was needed. Because this proposed ordinance affects so many businesses in the district, the Board felt a meeting with city staff and the traffic consultant could better explain the impacts. The Board helped create a forum for businesses at the West Hollywood Library and worked as liaison between member businesses and public works to address special needs permits, especially those with "C Permits".

Morning Mingle

A "Morning Mingle" was held where members of the community heard a presentation from a traffic consultant and city staff regarding the proposed meter time extension ordinance. Members of the community were engaged and City Staff answered all questions and offered to deal with specific concerns on-on-one. Overall the meeting was highly effective and many comments were received indicating how helpful it was to hear. Morning Mingles were created to bring together members of the district to network, share the latest city information and build community.

Welcome Packets

The Marketing Manager fashioned an idea to create a packet with a gift to welcome businesses to the district. The Board agreed it was a worthwhile opportunity to proactively engage businesses. A committee was formed that creates the collateral and plans distribution in a timely manner. The purpose is to educate new members of the benefits they garner from district membership. The packets include a directory, one-sheet detailing the district's mission, history and highlights, and a gift. Another version of the welcome packets will be created for existing businesses to re-engage and continue contact.

Executive Director & Marketing Manager Walk WHDD

This past FY, the Executive Director and Marketing Manager spent many hours walking the district and meeting with business managers, general managers and owners thereby creating a grass roots method of discussing, marketing and promoting events and ideas. It is highly important and valuable for WHDD to maintain membership participation and face-to-face interaction. Taking an opportunity to create buzz,

gauge interest, obtain feedback and hand out collateral for events and programs by physically visiting businesses has become standard procedure.

Communications/Marketing

Name Change

In February, the Board directed the Executive Director and Marketing Manager to perform an analysis of the current district name as it relates to brand recognition and marketing initiatives. The analysis indicated several weaknesses of the current name including:

- WHDD lacks brand distinction. The name is not unique and exists in countless locations across the globe including: malls, apartments, a well-known LA gang, clothing stores, university and restaurants
- The name is too long for on page editorial credit, and this does not include the city name
- The name gets lost in online searches, social media outlets and hash tags due to identically named products, companies etc.

Based on the study a few recommendations for a new name were made including:

- Name Distinction and Differentiation
- The need for geographic name recognition
- Simplicity
- Future brand flexibility that does not limit brand to specific categories, industries, disciplines etc.

The Board discussed the findings and made the determination that a new name was needed. In the March meeting, the Board of Directors unanimously voted to change the name of the district to "West Hollywood Design District". Geographically distinct, the new name better reflects the district location and design-forward experience to national and international visitors.

The new West Hollywood Design District name will be accompanied by a revised logo and domain, www.WestHollywoodDesignDistrict.com. The name change will rollout key branding updates including social media identities and a website redesign launching in the fall.

Website

As part of the name-change rollout, the Board decided a website needed to be constructed that better reflects the new brand and identity. The process of finding a web developer began and several candidates were interviewed. The Board finally selected The Look Partnership and the "scope of work" phase started in April. A wish list was created and meetings were held to flesh out a plan of action.

Prior to the new site's launch (in approximately 6 months), the Board wanted to utilize an interim website conceived by the Marketing Manager specifically for the 2012 Holiday Season. The site was originally created to showcase all that was going on in the district for the shopping season. It became so successful, the Board asked to switch it from a Holiday Shopping Guide to WestHollywoodDesignDistrict.com (the district's main website). The Marketing Manager spent substantial effort and time to create a look that worked well for the entire district. It has inherent limitations, thus the need for a new website, but has served as the inspirational template for the robust new build to come.

Newsletter

Monthly newsletters were created, revised and improved during the course of the year. AveNews had guest articles and incorporated a simple format. The newsletter serves to inform members about events, member sales, new business openings, invitations to mixers and community bulletins. It has also aided to bolster awareness and participation in the district.

Social Media

The Board placed heavy emphasis on Social Media during the past FY. The booming growth of Facebook, Twitter, Instagram, Tumblr, Pinterest and others has dictated the necessity to be extremely active across all platforms. A main function for the Marketing Manager is engaging on a daily basis with the main social media outlets. This engagement requires creativity and creation of original content used to draw fans, journalists, bloggers and shoppers to our pages. Posts on each site must maintain the innovative sense that a consumer will find walking throughout the district. The Board is very pleased with the growth of the follower base and level of interactivity garnered by the Marketing Manager this past FY. In looking at Facebook, for example:

- From 2/28/12 – 5/1/12 total reach was 195,545
- From 2/28/12 – 5/1/13 total reach was 309,120 people.
- **This represents an increase of 113,575 engaged viewers of Facebook posts for WHDD or 58%.**
- **It's important to note that this 58% increase from last FY was garnered without spending any funds on paid Facebook advertising, rather, increased by organic engagement garnered from original content.**

PR Firm

With financial assistance from the City of West Hollywood, WHDD Board was able to retain a PR firm to further the district's presence in print and online. This strategy is aligned with the strategic plan and the Board's desire for the area to become top-of-mind for consumers and visitors. The Board vetted several firms and unanimously decided to hire Ballantine's PR (located within the district). Their strengths complement the inherent energy and cachet found in the district. The ultimate mission is to be recognized as a world-class shopping destination and drive visitors to the area. Ballantines PR clearly understands this mission and had many successes placing the district in publications and online during the past FY. The consistent accomplishments Ballantines provided WHDD in the past six months, including **84,138,852 total media impressions**, just scratches the surface of what is achievable in branding the district. Ballantines also collaborated with the Marketing Manager to prepare and pitch press releases for the district name change. Notable PR achievements and efforts from this year's campaign include:

- Coverage of district name change in outlets such as: About.com, Beverly Press, Curbed LA, Frontiers LA, Racked LA, San Diego Gay & Lesbian News, WEHO News, WEHOville
- Earned full-page print coverage of WHDD and Trigg Ison Fine Arts in Angeleno Modern Luxury Interiors.
- Assisted in solidifying Frances Anderton as official host of DIEM
- Confirmed LA Confidential as official media partner for Taste Music 2013

Part of the overall PR strategy is a planned trip to New York for desk-side appointments with editors of highly touted publications. The purpose is to pitch the district and City of West Hollywood as a premier travel and shopping destination. Meetings include A-list fashion and travel freelance writers from:

- Architectural Record, ArtInfo, Conde Nast Traveler, Country Living Magazine, Departures Magazine, Farewell Travels, Food & Wine, Lonny, NYLON, Passport Magazine, The Editor at Large, Travel + Leisure, Wall Street Journal and Whitewall Magazine.

Special Events

Taste Music

Taste Music has become the new darling of the Taste Series. Fifty people attended the event and enjoyed an evening that paired ten iconic photographs shot by Bob Gruen, Rock N' Roll fashion from Avenues fashion retailer Logan Riese and music by indie artist Jules Larsen. The Marketing Manager was hired in July and immediately inserted herself as a lead in producing Taste Music. The event took place at Sunset Marquis Hotel Restaurant and its pool deck. The five-course meal and wine pairing prepared by Chef Burlion successfully complemented all of the interactive elements of the evening. Proceeds from the event were donated to art programs at West Hollywood Elementary School. The Taste series has proven to be a success and will continue in the next FY.

Fashion's Night Out

The purpose of Fashion's Night Out is to encourage consumers of fashion apparel and accessories to shop and partake in festivities produced by individual fashion businesses throughout the city. Over 40 West Hollywood fashion businesses joined in for the third year and garnered much attention from local and national media recognizing the city as an epicenter of fashion on the West Coast. An after party was held at The Standard Hotel with gifts and a step and repeat experience for all attendees. The planning for FNO and collaboration between the City, Visit West Hollywood, Sunset Strip Business Association, Chamber of Commerce and WHDD was fruitful.

DIEM

DIEM (Design Intersects Everything Made) has become the marquis event of WHDD. A committee made up of Board members and Avenues Operations, member businesses in the district and an event producer/publicist planned a highly successful affair in late October 2012. The idea behind DIEM is to create a thoughtful and provocative series of talks and discussions that surround the intersections of design, art, fashion and food. Strategically intended to include all disciplines within the district, DIEM gives attendees the chance to interact with fellow professionals, visit businesses and listen to industry leaders and thinkers. Prior to the DIEM a group of tastemakers were asked to participate in a meeting that would guide the event's direction. This group was called the "Creative Council" and they brought valuable insight that will be sought again in the coming years. On October 26, DIEM took place in six district showrooms over the course of a day. Each showroom hosted talks from editors of California Home + Design Magazine and Modern Magazine to an Eero Saarinen expert from MIT and a radio personality from KCRW. Each hour-long talk was unique and highly informative. Feedback from DIEM 2012 was very positive and many lessons were learned that will help to improve upon next year's event.

Holiday Shopping Celebration / Holiday Decorations

This FY, the Board decided to change direction from production of an event in the district to focus on a digital Holiday Shopping Guide. This guide, conceptualized and built online by the Marketing Manager, was very successful. Outreach was performed encouraging businesses to submit information and images for holiday sales and events for the month of December. The number of participants outnumbered previous

years and the feedback was tremendous. The website was promoted via the WHDD PR firm and published in several media outlets. The Board felt that greater impact was generated for more businesses than ever before. The Holiday Shopping Guide has become the template upon which the new district website will be built.

Streetscape

This FY, WHDD Streetscape Committee participated in a formal working group designed by the City of West Hollywood to produce the plan for improved streetscape in the district. The group was made up of all Avenues Streetscape Committee members, residents from the area and City staff. A series of meetings were held with the guidance of consultants that allowed for broad discussions and idea generation. Business owners and residents worked together to come up with a beautiful plan that will make the district more welcoming to visitors and create a distinct district identity. Lighting, new trees, safety improvements and traffic flow were included in the discussions and solutions for an improved district aesthetic. The meetings culminated with a presentation to the public to gain further feedback. Slight modifications were made to the plan based on some of the feedback and a subsequent meeting was held with the committee to discuss the final plan. This plan will be presented to City Council in the near future.

Administration

The City Council renewed West Hollywood Design District Business Improvement District in June 2012 and re-appointed Visit West Hollywood as administrator of the District.

Over the last year the Board of Directors worked diligently on many projects including DIEM, Fashion's Night Out, Taste Music, Holiday Shopping Guide, New Branding/Website and The Avenues Streetscape Plan. Sub-committees were formed to assist with these programs and quarterly reports were submitted to the City.

2012-2013 BUDGET (AS OF APRIL 30)

2012-2013 Budget Breakdown (Actual Numbers as of April 2013)

Revenue	Amount
VWH Contribution	\$ 20,000.00
City Programming Supplemental Funding	\$ 70,000.00
Partnerships	\$ 73,500.00
Taste Music Revenue	\$ 7,650.00
2012-2013 Projected Income <i>(based on current assessment structure)</i>	\$ 105,000.00
MOCA Banners	\$ 1,500.00
FNO Funding	\$ 5,643.00
Total Income & Funds	\$ 283,293.00
Actual Expenditures	
Program & Marketing Expenses (banners, DIEM, FNO, Taste Music, Marketing, Website, etc.)	\$ 68,734.00
Reserve Fund	\$ 5,000.00
Charitable Contributions	\$ 1,000.00
Operating Expenses	\$ 197,705.00
Total	\$ 272,439.00

I. **PROPOSED 2013 - 2014 WORK PROGRAM – WEST HOLLYWOOD DESIGN DISTRICT**

The work plan for fiscal year 2013-2014 maintains focus to strengthen the operational foundation of West Hollywood Design District's (WHDD) management team, heighten marketing and PR efforts to firmly place the district in online and print media's consciousness, and the production of events specifically geared toward major industries represented in the district. The Board of Directors maintains the mission; to build brand awareness and drive consumers and visitors to the district, in an acute manner exemplified by the diverse events and programs it manages. These include: a comprehensive year-round marketing and PR plan, nurture existing events and develop new ones that adapt to trends and the current economic climate, continued involvement with economic development issues, stabilization and expansion of financial resources and opportunities for more district member interaction.

1. **Funding Objectives**

In order for WHDD to maintain its foundation, create robust PR, marketing and social media campaigns and expand its portfolio of programs, creative funding methods will be further enhanced. Through partnership initiatives and fundraising events, WHDD's Board of Directors intends to set the organization up for success. The sponsorship committee along with the Executive Director will continue to devise creative assets available to partners for various events and time of year.

Partnership Programs

- ❖ District partnerships for WHDD are a top priority and will be sought and maintained with the utmost care. The Board will move forward with a newly implemented Banner Program and Partnerships with organizations that fit with the district's mission. The Board recognizes that partnerships with organizations that target similar demographics enhance the perception of WHDD and with the community at large.
- ❖ Event specific sponsors for events including DIEM, Taste Series, and Holiday Shopping Celebration will be sought to underwrite each event and supplement the current annual budget. Assets and categories will be defined by the sponsorship committee and will be included in the overall sponsorship deck for WHDD.
- ❖ Customized activation in the district will be made available to key partners. WHDD has the ability to help create unique and customizable events for partners that wish to gain more exposure to consumers in the area.

Developmental Funding

- ❖ Funds made available to WHDD from the City of West Hollywood will continue to be utilized to strengthen the administrative foundation of the organization. Developmental funds allow WHDD to employ the highly valuable Marketing Manager position. Maintenance of this foundation is a primary goal for the Board and they will seek creative methods to sustain it for years to come.
- ❖ Funds made available from Visit West Hollywood will be allocated to further realize the Board's goal to better brand the district locally, regionally, nationally and internationally. Monies will be spent in accordance to specific and strategic programs VWH and WHDD's Board find suitable. Congruent with the VWH's own goal to brand the City of West Hollywood, WHDD will utilize this funding to strategically brand the district year round.

- ❖ The Board of Directors intends to continue its \$5,000 annual contribution to a reserve fund with a target of \$25,000.

2. Networking / Outreach

Networking and outreach play a vital role for WHDD. Community participation opportunities, therefore, are a constant function of the organization. From Mingles to open committee participation and social media interaction, WHDD aims to fulfill its promise to represent the business community by collaboration and sharing ideas. The Board will continue to work with residents in the area to keep them abreast of current events and maintain an open line of communication.

WHDD will continue networking and outreach programs and events that provide added value to members in the district:

- ❖ Morning Mingles – These important gatherings allow WHDD to disseminate information and afford an opportunity for community engagement. Last FY, Morning Mingles proved to be successful allowing the Board and City to present and share ideas with the business they represent. An educational component makes WHDD Morning Mingles a great resource for district members looking to expand their breadth of knowledge. In-person gatherings clearly make a difference to members as they are able to interact with experts individually. Two Mingles are planned for this FY, the first relating to the new brand rollout and current PR efforts.
- ❖ Welcome Packets - A primary goal of the Board is to engage businesses in the district to garner participation and build strong relationships. Engagement can be accomplished in several ways and the Board decided a good choice is to distribute “Welcome Packets”. Packets will be hand-delivered to new business as they open in the district and a different version will be hand-delivered to existing business as a re-introduction to the district. A Committee, along with the Marketing Manager, created the content that fills the packets including a directory of businesses, benefits of membership and other pertinent district information.
- ❖ District Member Activation - Last year, the WHDD Board distinctly understood the effectiveness of including member businesses (other than Board member businesses) in the planning and implementation process for events and programs in the district. Member participation will continue to be encouraged and expanded upon this year to help plan and advise implementation of events, programs and initiatives.
- ❖ Marketing Partners Meetings – WHDD will continue to participate in meetings with the City of West Hollywood, Visit West Hollywood, Sunset Strip Business Association and Chamber of Commerce to continually stay abreast about events, programs and initiatives each marketing partner is participating in.
- ❖ Walk West Hollywood Design District – The Executive Director and Marketing Manager will continue personal outreach and walk the district to maintain a face-to-face presence with district members. This time spent interacting with businesses is invaluable.

3. Marketing / Communications

As new branding, a new website and communications plans are reworked; a fresh strategy has emerged for the WHDD Board. The strategy: Build significant brand and district awareness in the public consciousness online and through print media. The formula is simple, yet requires constant and consistent effort to achieve. Utilizing the expertise of the Marketing Manager and newly hired Ballantines PR has become the foundation for success in realizing this strategic goal. Tools that help WHDD keep in touch with members and the community will continue to be produced including a monthly newsletter and walking/parking maps of the district. Social Media and WestHollywoodDesignDistrict.com have become the primary hubs for up to date district information and the board will strive to improve their ease of use and offerings for general information.

- ❖ New Brand Rollout – To support the name change from WHDD to West Hollywood Design District, the Board and Operations are rolling out a new logo, business cards, stationary, banners and all online and print collateral. This is a major undertaking and one that necessitates expertise from a graphic designer, PR and the operations staff. For a rollout to be successful all moving parts from initial press releases and the notifying of key stakeholders in the community to pitching the story to online and print media need to be in sync. The Marketing Manager and Executive Director will continue to keep on schedule with a gradual and strategic campaign. This schedule will continue into the new FY and include announcements, graphics and culminate with a newly branded website.
- ❖ Website – Along with the new brand, marketing and social media campaigns a new website will be built. Technology has drastically improved since the last district website update. To remain relevant, WHDD must maintain an up-to-date database, district map/directory and incorporate social media and visual components to the new site. The Board vetted several companies to take on the project and selected The Look Partnership. Their strengths lie in simple, user friendly sites that are visually impactful.
- ❖ Public Relations – Last FY, WHDD retained Ballantines PR to help achieve the perpetual objective of becoming a known shopping and lifestyle district globally. They are vigilant of opportunities and create channels to place WHDD in the forefront of what is happening in Art, Fashion, Design and Dining in Southern California. The consistent success Ballantines provided WHDD in the past six months, including 84,138,852 total media impressions, just scratches the surface of what is achievable in branding the district. The Board of Directors has determined that time and a consistent campaign will lead to more public awareness and recognition of the district as a destination leading to organic decisions to visit rather than per event. The WHDD Marketing Committee will continue to meet regularly with Ballantines PR to ensure focus and strategy are on target.
- ❖ Press Trip – A press trip was introduced to the Board last FY and funded by VWH as a method of gaining more media exposure from traditional powerhouse print publications based out of New York. A representative from Ballantines PR, a Board member and the Executive Director will travel to New York and participate in pre-arranged appointments with editors to pitch WHDD and West Hollywood as a world class destination.
- ❖ Social Media – WHDD's social media campaigns have become the main component of daily interaction with the public. The Marketing Manager maintains all social media channels and creates original content to post daily. From custom graphic creation to original stories and blurbs, WHDD's ability to reach thousands of people has multiplied rapidly from the previous

- year. This intense strategy to keep the public engaged is necessary in today's fast paced business environment. Every marketing campaign WHDD embarks upon will employ some form of social media tie-in. Whether for individual events, community engagement or general information, social media will maintain its place in the forefront of the marketing mix.
- ❖ District Photography – To ensure imagery of the district and its assets are portrayed in the most pleasing and descriptive manner, the Board has decided to retain a professional photographer's services. The goal is create a catalog of images that will highlight the streetscape, member businesses and overall beauty of the district. Photos will be shot and composed to strategically focus on different areas of marketing and communications. This includes print campaigns, website applications, social media and collateral.
 - ❖ Concierge Familiarization Tours – A new program the Board will implement in the next FY is a series of tours to acquaint hotel Concierges from surrounding cities with the district. A committee has been formed to create itineraries and invite attendees. The purpose is to spread awareness of the area to visitors from outside Southern California. A Concierge recommends places to visit to guests of their properties. It is imperative for Concierges to experience the district first-hand in order to recommend it to their guests.
 - ❖ Newsletter – Generated monthly, WHDD's district newsletter has become a vital tool to inform the district of upcoming events, City news, calls to action and more. Recently, the Board has asked the community to contribute to the newsletter with guest articles. This is an efficient method for businesses to highlight themselves and for others to get to know their neighbors.
 - ❖ District Walking & Parking Maps – A new map and directory listing all businesses and parking locations throughout the district will be created in the new FY. The previous parking map/directory was highly valuable to businesses in the district and 10K was distributed over the course of two years. Hotels in the surrounding areas including Los Angeles and Beverly Hills frequently requested the maps for their guests. The current version is outdated and a version that allows district operations to easily update online is necessary.
 - ❖ District Banners – WHDD district banners are highly visible and effective in generating brand awareness for WHDD and to highlight a sponsor's brand. They continue to be the most popular asset a partner seeks. The Board has long desired to design and purchase banners to be used solely for district identity purposes. This FY that desire will become a reality.

4. Events

- ❖ DIEM – Design Intersects Everything Made the district's premier design event will take place November 8 and promises to be the foremost industry networking, inspirational and educational affair of the year. The Board of Directors will continue to focus its efforts on the production of DIEM as its core design event. Expectations are high and with the success of DIEM will come much attention from the media that will solidify WHDD as the preeminent design district on the West Coast. A new curator, **Frances Anderton of KCRW's** Design and Architecture program, has been retained to create content for DIEM. Planning is underway and a strong DIEM committee comprised of members from the district will embody a truly collaborative endeavor.

- ❖ Taste Series – Following a successful first year, Taste Music will once again take place at the Sunset Marquis Hotel. This year the fundraiser dinner will be an official part of the Sunset Strip Music Festival and happen on Wednesday, July 31 before the festival begins August 1. Taste Music seeks to bring fans of music, fashion, art and food together for an interactive dining experience. Currently, the Taste Music Committee is hard at work planning content for the event. To help spread the word the Committee has decided to work with a media partner and selected LA Confidential. They will provide a hearty variety of press opportunities with the intention of bringing greater notoriety to the event.
- ❖ One King's Lane Tastemaker Sale - In conjunction with DIEM 2013, One Kings Lane the popular online home furnishings and accessories site will host a West Hollywood Design District curated sale. Plans are still in the works and the collaboration will promote district businesses to their over 2 million active buyers. This event will replace the Annual Saturday Sale.
- ❖ Holiday Shopping Guide – Following the success of last year's Holiday Shopping Guide, a new version will be created this FY. Imagined and built by the Marketing Manager in lieu of a Holiday Shopping event, the online guide highlighted sales and events happening at member business locations throughout the month of December. Many businesses that had not participated in the past did so in the Shopping Guide and were thrilled with the idea.
- ❖ Art Gallery Events – Bringing together the art gallery community in WHDD for mini-walks and events will be a goal for the coming FY. A decline in the number of galleries in the district has been a concern and showcasing the amazing galleries remaining will be important for the community.

5. Avenues Streetscape

Another top priority for the Board this fiscal year will be to continue its support and participation in any Avenues Streetscape planning meetings. Working with the City as active representatives to create a master plan for the district will benefit the entire commercial area and neighbors. The ultimate purpose is to create a district renowned for shopping, dining and visiting. Several Board members are part of the working group asked to assist in guiding the landscape architects hired to create the master plan.

6. West Hollywood Design District Board of Directors

The current Board of Directors:

Mr. Darren Gold, Alpha, Chair
 Ms. Jamie Adler, Phyllis Morris, Vice-Chair
 Ms. Sara Sugarman, Decorative Carpets, Treasurer
 Ms. Karen Harautuneian, Hub of the House, Secretary
 Ms. Stacey Dunaux, Minotti
 Mr. Tod Carson, Tod Carson Antiques
 Ms. Stacie Hunt, Du Vin
 Mr. Jason Illouljian, Ivy Property Group
 Mr. Trigg Ison, Trigg Ison Fine Art
 Ms. Karen Kuo, Robert Kuo
 Mr. Marco Pelusi, Marco Pelusi Hair Studio
 Ms. Sarah Robarts, Ballantines PR
 Ms. Elizabeth Solomon, Mayfair House
 Mr. Gary Trudell, Dream by Custom Comfort Mattress

Honorary Members:

Mr. Brad Burlingame, Visit West Hollywood
 Mr. Jeffrey Huffer, City of West Hollywood Division of Economic Development & Special Projects
 Ms. Genevieve Morrill, West Hollywood Chamber of Commerce
 Mr. Ryan Farber, Executive Director, West Hollywood Design District
 Ms. Erika Hanson, Marketing Manager, West Hollywood Design District

Board Governance:

The Board of Directors plays an active role in developing and implementing the District's work program. Subcommittees consisting of Board members and WHDD business owners or employees carrying out tasks related to specific projects. Subcommittees report to the Board. The District will continue to encourage greater participation from members.

On behalf of the District, the City will continue to provide the mechanism to collect the annual assessment and make disbursements as required. In order to protect the Business Improvement District assessment funds, the City requires contractual agreements for provision of goods and services with bona fide non-profit agency within the City.

The District Executive Director will give quarterly progress and expenditure reports to the City.

7. Budget for Fiscal Year 2013 - 20142013 - 2014 Estimated Budget

Proposed Revenue	Amount
City of West Hollywood Supplemental Funding	\$ 70,000.00
Visit West Hollywood Contribution	\$ 20,000.00
Partnership Revenue	\$ 90,000.00
Friends of WHDD	\$ 1,000.00
Program Revenue (Taste Series)	\$ 8,000.00
2013-2014 Projected Income (<i>based on current assessment structure</i>)	\$ 105,000.00
Total Income & Funds	\$ 294,000.00
Proposed Expenditures	
General Marketing Expenses (website, Graphic Artist, PR, etc.)	\$ 38,000.00
Marketing Manager (Including Benefits)	\$ 50,000.00
Program Expenses (banners, DIEM, etc.)	
DIEM	\$ 40,000.00
Annual Saturday Sale	\$ 2,000.00
Taste Series (Art, Fashion & Music)	\$ 6,000.00
Other Expenses	
Reserve Fund	\$ 5,000.00
District Banners	\$ 7,000.00
Charitable Contributions	\$ 2,000.00
Operating Expenses	\$ 142,980.00
Total	\$ 292,980.00