

# ANNUAL REPORT

2023



*Westwood Village*

Evening Strolls  
Twinkling Lights  
Family Dinner  
Girls Night  
Bruin Spirit





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# Executive Director Summary

2023 emphasized the Westwood Village Improvement Association's ongoing commitment to revitalizing the district. This year, numerous new businesses opened up in the Village, and many more are expected to open soon. These new businesses are bringing fresh life into the area. Additionally, a new vision and style guide were created for the district's identity. A calendar of community events was also established, which kept foot traffic high and amplified the destination's fun factor. Throughout this year, Westwood Village also saw an unprecedented level of investments being made in asset renovations and facility improvements. During that time, our organization made significant investments in infrastructure, including new lamp post fixtures, twinkle lights, new utility box art, trash and recycling bin refurbishment, parking wayfinding signage, kiosk repair, tree planting, and tree trimming.

This year saw the completion of a \$90 million renovation to the Hammer Museum. The Hammer now stretches the length of the entire block of Wilshire Boulevard between Westwood Boulevard and Glendon Avenue, with street-level exhibition space visible from the outside and anchored by the new Lynda and Stewart Resnick Cultural Center. The renovation added 60% more gallery space for artists and exhibitions, an expansive lobby that will hold a series of site-specific installations, a new 5,600-square-foot gallery, and an outdoor sculpture terrace. But the most notable change is the brand-new entrance on the corner of Wilshire and Westwood boulevards, now far more visible to passersby.



The \$24 million renovation to transform Westwood's historic Crest Theatre into the UCLA Nimoy Theater, a revived live-performance venue, was completed in September. The Nimoy boosts the revitalization of the Westwood neighborhood by reviving a dormant building into a community gathering place, restoring a valuable cultural asset, and improving the neighborhood's financial wellness and social vitality. The Nimoy Theater is situated among a multitude of other cultural venues and resources in Westwood Village associated with UCLA, such as the Hammer Museum, the Fowler Museum, and the Geffen Playhouse.

The Westwood Place building, located at 10866 Wilshire Blvd., recently underwent a major lobby remodel that was completed last month, representing a massive investment in the Westwood Village office submarket. Ronald McDonald House Charities recently purchased the Hilgard House Hotel and is scheduled to begin a multi-year remodel of the property. This new hotel will provide comfort, care, and support to children and families in Southern California. Additionally, many new businesses have added new storefront signage, several property owners have restored and repainted exteriors, and others have plans to enhance their common spaces in the coming year.

Along with those capital investments, we have seen new restaurants and businesses opening and investing in their spaces at a rate that would rival any commercial corridor in the Country. This year, Westwood welcomed Dunkin Donuts, Everytable, Mighty Pilates, and Lucy in the Sky, just to name a few. In the next few months, we will welcome Raising Canes, Sender One, 2nd Street USA, STK Steakhouse, and Salon Republic, among many others. The WVIA is committed to supporting these small businesses by continuing to design and deliver programs and services to enhance and energize the Westwood Village business landscape while at the same time working to ensure that our public space is clean, safe, and beautiful.

The Broxton Plaza at Westwood Village is scheduled to be completed in the next few months and will provide permanent open space for live performances, activations, installations, and community events. On the second Saturday of each month, Broxton Plaza hosts a new themed pop-up maker's market called Broxton Nights. Come for dinner and shop for handmade gifts made by local artisans. Every Thursday from noon to 5 p.m., you can visit the Westwood Village Farmers' Market and immerse yourself in the energy of Westwood Village. Then, on the 3rd Friday of each month, enjoy a one-of-a-kind vintage clothing, streetwear, art, pottery, and jewelry market on Broxton Avenue presented by Bruin Flea.

In January 2023, three of the WVIA Board sub-committees determined their priorities for the year and have been systematically checking off accomplishments. Highlights of our progress are detailed in this annual report. None of our achievements would have been possible without the dedication of our Board and the support of our stakeholders. We look forward to your continued commitment as we work to deliver on the promise of this great district.

**Michael Russell**

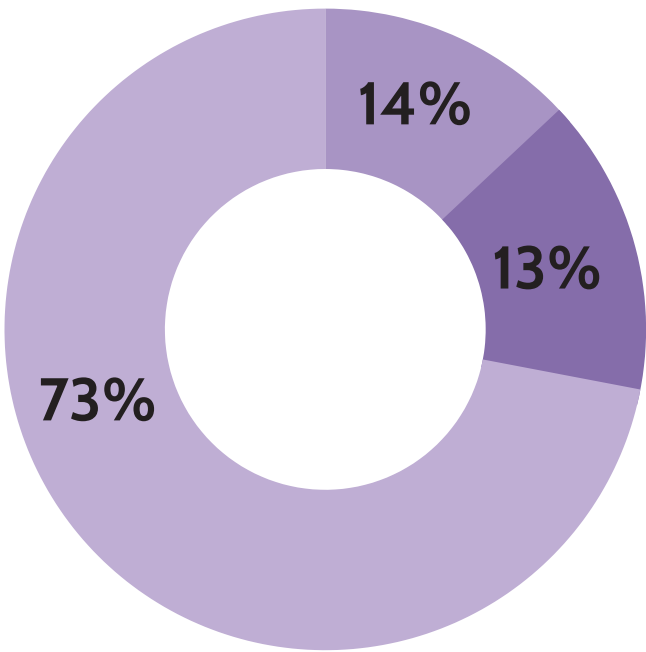
Executive Director

Westwood Village Improvement Association

# Business Improvement

The Westwood Village Improvement Association (WVIA) is a 501(c)3 non- profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The Business Improvement District (BID) 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 zones.



## Budget Allocation

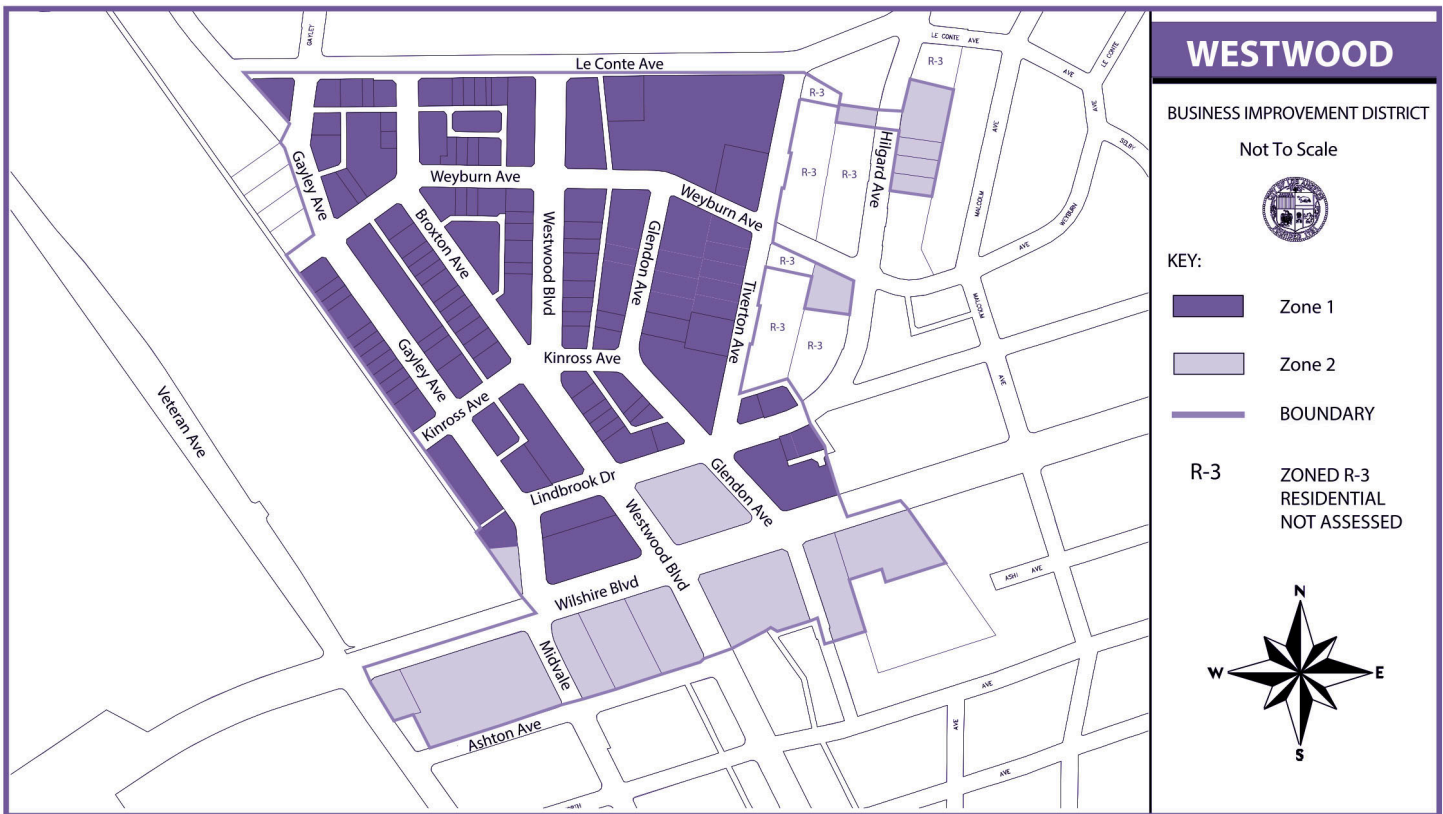
- Clean, Safe, & Beautiful - 73%
- Communication & Development - 14%
- Management - 13%

**20,000**  
Employees in  
Westwood Village

**130,000**  
Daytime  
Population

**6M+ SF**  
of Retail and  
Office Space





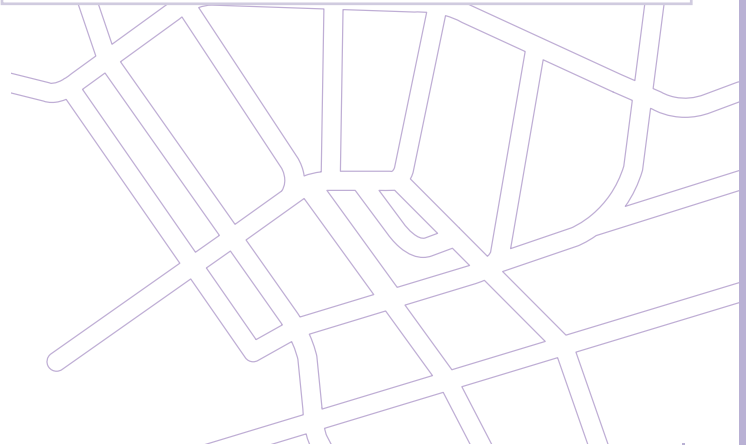
## District Zones

### Zone 1

Primarily makes up Westwood Village and 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 located on the Wilshire corridor and on Hilgard Avenue. Zone 2 is made up mainly of high-rise office buildings. It has the lower pedestrian traffic of the two zones.







# About Westwood Village

Westwood Village is a vibrant, unique community centrally located in Los Angeles and serving Westwood, Bel Air, Brentwood, Beverly Hills, Westwood Hollywood, and Santa Monica.

This beautiful, pedestrian-friendly district enjoys significant foot traffic throughout the day and serves a local residential population of over 200,000 people living within a three-mile radius, plus thousands of people on the UCLA campus and working in Class A office buildings on Wilshire Boulevard.

SoCal Sunshine  
Blue Skies  
Courtyard Dining  
Vintage Finds  
Village Gems

Westwood Village

W  
All roads  
lead to  
Westwood  
Village

»»

# All roads lead to Westwood Village

At the intersection of the things we all love about Los Angeles. Demonstrating that whichever road guides you— love of art or culture, fascination with LA history, cool college town vibes, globally inspired flavors, a walkable neighborhood — Westwood Village is at the intersection of something you'll love.

Coffee Culture  
Street Scene  
Global Village  
College Town  
Creative Space

W  
All roads lead to  
Westwood Village

Celebrating the confluence of art and culture, commerce and cuisine, events and happenings in Westwood.

Westwood Village



# District Operations

It is the mission of the WVIA to create, and maintain, a district that is clean, safe, and beautiful. To meet this goal, Ambassador teams are in the district seven days per week picking up trash, removing graffiti, pressure-washing sidewalks, and completing special projects. WVIA Ambassadors regularly engage with our merchant community and share their extensive knowledge of the district to assist Westwood visitors.

## Number of Ambassador Service Contacts

**44,396**

Hospitality & Parking Assistance

**24,442**

Assistance Requested by Merchants



### **22,985 - number of trash cans emptied**

Our Clean Team helps maintain the cleanliness of Westwood Village. At a minimum, Ambassadors empty 110 trash cans on a daily basis.

### **4,455 - graffiti, stickers, flyers removed**

Graffiti, stickers, and flyers pollute the streets. The Ambassadors aim to remove them within 24 hours.

### **4,450,874 - sq ft of sidewalks pressure-washed**

Clean sidewalks are important to the quality of life in Westwood Village. The Clean Team pressure-washes every area of sidewalk at least once per month. Some areas are cleaned more frequently.

### **385 - hours of special projects**

In addition to general cleaning tasks, the Ambassador teams complete special projects, including painting and securing district infrastructure, assisting with WVIA events, cleaning storm drains, tree watering, and tree well maintenance.



### **15,712 - social outreach contacts**

The WVIA team includes a dedicated outreach coordinator who works to connect our most vulnerable population to services and housing. In 2023, our team distributed numerous hygiene kits and food kits and helped obtain identification for individuals.



Westwood Ambassador services are essential in our community. The WVIA Ambassador teams provide clean and safe services while taking every precaution to ensure the teams' safety, and the safety of our residents, workers, and visitors.

Westwood Village is a popular destination visited by thousands daily. Keeping the district beautiful is a priority of the WVIA, and we take on projects that enhance the quality of life in our district. Maintaining a beautiful district includes lighting and trimming trees, maintaining the landscaping, and keeping our sidewalks clean.

“ I love seeing all these events in Westwood Village. The Broxton Nights, the Vintage Clothing Market, the Annual Block Party, 1st Thursdays, the Farmers Market, and the holiday decor have brought in a lot of new visitors. My business depends on referrals and foot traffic and the Broxton Nights events on the 2nd Saturday of each month have definitely helped me attract new customers.

- Bobby Zoleikhaeian

”



## Social Services Outreach

Earlier this year WVIA Outreach Team met with the Los Angeles Homeless Services Authority (LAHSA), Department of Mental Health (DMH), and the CD5 Homeless Liaison Team to develop a strategic plan to address homelessness in the district. The plan included coordinating engagement efforts in Westwood Village, the annual homeless count, City resources/housing, the Coordinated Entry System (CES), Time Limited Subsidies, the HMIS system, UCLA Health (homeless medical services), VA service providers, and scheduling regular district walks.

As a result of that effort, the WVIA Outreach Team was able to assist several unhoused clients with getting active entries on the community queue for Interim Housing. DMH transported several unhoused clients out of the district while providing housing placement. Additionally, the team partnered with UCLA nurses and students from the medical team this year to provide health screenings and medical care for our most vulnerable population of unhoused clients while distributing hygiene kits, and snack packs and helping individuals obtain identification for services and housing placement.





## Additional Work in the District

This year the WVIA refurbished 44 decorative light poles and upgraded them with new lamp shades for better visibility at night—the WVIA repainted signage poles, sidewalk bollards, electrical boxes, and curbs. The Westwood Village monument sign/kiosk was restored and painted on the corner of Westwood and Kinross, new tiles were added, and lights were repaired. New branding wraps were installed on all 110 receptacles throughout the district.

The WVIA also works closely with the City of Los Angeles to ensure that Westwood Village is benefiting from City services. This year, the WVIA advocated for the Bureau of Street Services to repaint our crosswalks to improve pedestrian safety.



## Tree Lights in the District

The WVIA maintains and operates 155 lit trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. The lighting brightens and draws attention to our thriving commercial district, while improving public safety. Tree lights serve the WVIA's goal of creating a walkable and inviting public space. In September, the WVIA repaired and replaced dozens of string lights on Westwood, Gayley, Broxton, and Glendon.



## Annual Tree Trimming

In August 2023, the WVIA trimmed over 400 trees in the district. This year's tree trimming aimed to improve sign clearance and visibility for the restaurants and shops while maintaining the overall health of the tree population in Westwood Village.





# Marketing & Communications

WVIA Communications tells the story of our district, and we are dedicated to sharing our message with everyone who lives, works, or plays in Westwood Village. The WVIA uses multiple mediums to engage our community to accomplish this goal.



## Branding Westwood Village

Earlier this year, the WVIA retained the services of the marketing firm Haines & Co. The firm presented the Board with a strategic marketing and branding plan for Westwood Village. The project's Research & Discovery, Marketing Positioning, Brand Messaging, Communication Priorities, and Visual Identity Phases have been completed. Creative design assets and a new Style Guide were presented to the WVIA.

The new creative work was implemented in (14) electrical box art, (12) recycling bins, visitor guides/maps, kiosk art, website, ambassador truck wrap, banners, email blasts, social media, and other promotional materials.

PR/Media Relations and Social Media Support were included in the marketing strategy. This included developing new content and increasing post frequency, featuring local businesses, managing engagement across all social media platforms, partnerships with influencers and bloggers, and boosting posts about Westwood Village events and important news.

## Website

Our website, [thewestwoodvillage.com](http://thewestwoodvillage.com), serves as the “front door” to our district.

The website includes information about district businesses, events, parking, regulations, and WVIA meetings.

W  
Westwood Village

VISIT DIRECTORY EVENTS PROGRAMS DOING BUSINESS NEWS & UPDATES ABOUT

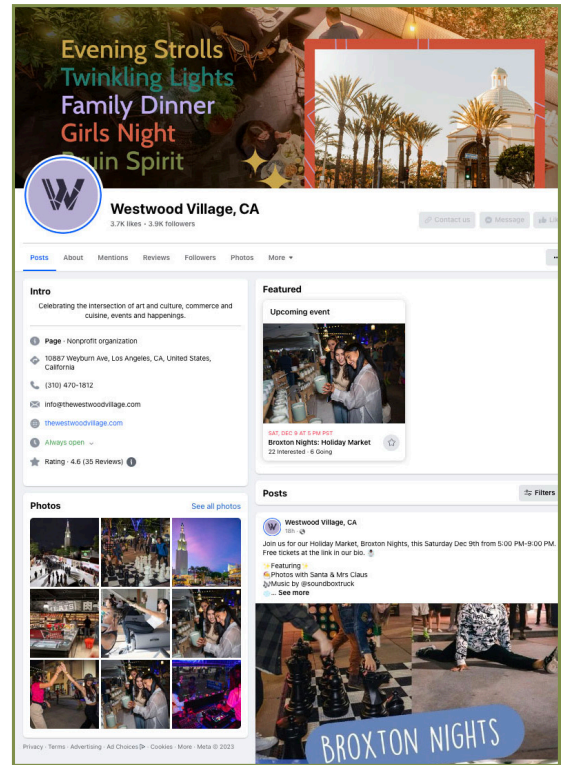
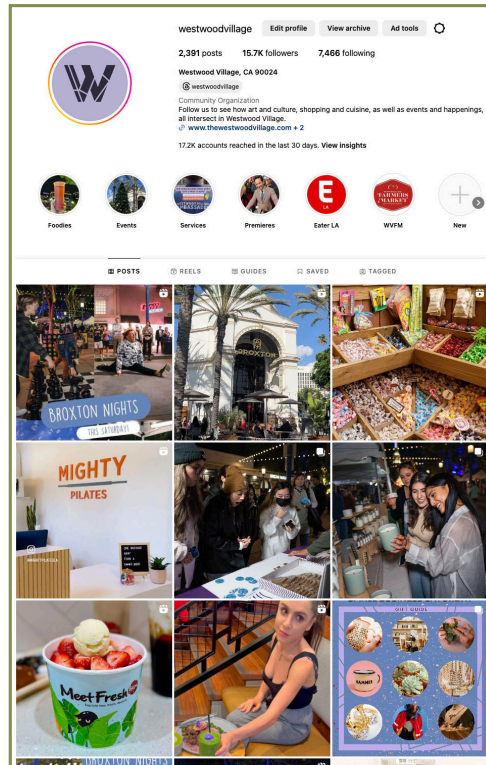
Evening Strolls  
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Bruin Spirit

All roads lead to Westwood Village



## Social Media

The WVIA uses Instagram, Facebook, TikTok, and Twitter to build a dedicated audience of loyal followers who frequent the district. The WVIA's social platforms have grown organically through word of mouth and have become the best way to learn about happenings in the district, deals, promotions, and special events.



15,900+  
Followers

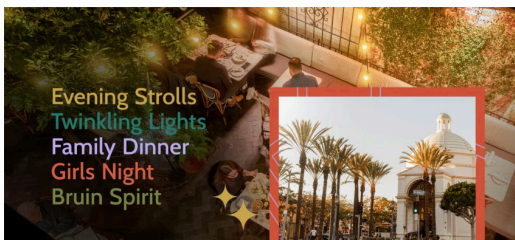


3,900+  
Followers



3,000+  
Followers

[View this email in your browser](#)



**A message from the Executive Director**

Happy New Year!

Looking back on 2023, Westwood Village witnessed remarkable transformations with unprecedented investments in renovations and enhancements. From new lamp posts to holiday decor, our infrastructure received a significant facelift, creating a clean, safe, and beautiful public space.

The past year welcomed new businesses like Dunkin' Donuts, Everytable, Mighty Pilates, and Lucy in the Sky, contributing to the vibrant commercial growth of our community. Looking forward, Raising Canes, Sender One, 2nd Street USA, Danny Boy's Pizza, and Salon Republic will join our thriving

## Newsletter

The WVIA produces a regular e-newsletter to inform our stakeholders and visitors about what is happening in the district. Our publication features information about district businesses, promotions, events, and all other relevant district issues that interest the community. The e-newsletter reaches nearly 2,500 Westwood stakeholders every month.

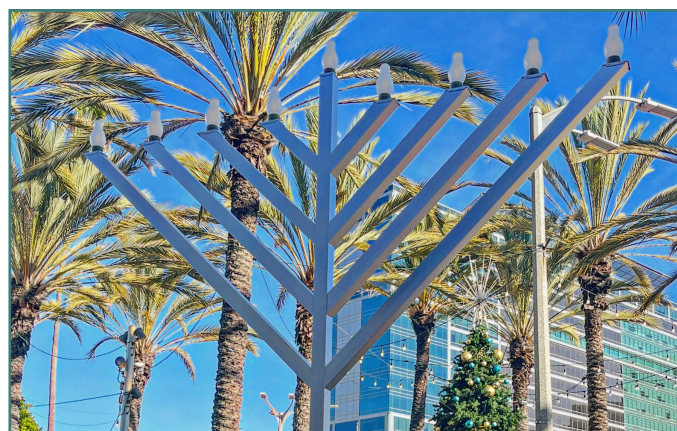
To subscribe to our newsletter, visit:  
[thewestwoodvillage.com/newsletter](http://thewestwoodvillage.com/newsletter)

# Placemaking

At the intersection of the things we all love about Los Angeles. Welcome to Westwood Village, where the essence of Los Angeles converges in this vibrant neighborhood. The Westwood Village Improvement Association (WVIA) is dedicated to revitalizing and enhancing this unique district, uniting businesses, residents, and visitors to celebrate its charm.

From historic theaters to charming boutiques and delectable eateries, Westwood Village captures the cosmopolitan allure of L.A. WVIA works tirelessly to preserve the neighborhood's character while spearheading initiatives to improve public spaces, support local businesses and foster a strong sense of unity among residents.

Experience this dynamic district's vibrant fusion of culture, art, and community. Whether you're a film enthusiast, food lover, or avid shopper, Westwood Village promises an unforgettable adventure. Join WVIA in celebrating the heart of Los Angeles at Westwood Village.



## Holiday Tree & Menorah Lighting

In November, the WVIA installed a 24ft Holiday Tree on Broxton and Westwood. This is the first time that Westwood Village has had a holiday tree. A tree lighting event took place on November 11th and was attended by hundreds of area residents and business owners. The event also included roller skating, an artisanal market, holiday crafts, a UCLA Band, and words from Councilwoman Katy Yaroslavsky.

In December, the WVIA installed a 9ft menorah on Broxton and Kinross. The menorah lighting ceremony took place on December 9th with words from Rabbi Gavi Kornsgold of Sinai Temple. The event included snow, a bounce house, a photo booth, an artisanal market, live music, and a visit from Mr. and Mrs. Santa Claus.

## Art In Vacant Storefronts

The Art in Vacant Storefronts Initiative began earlier this year with a pop-up gallery by artist Lua Kobayashi called "Where a Forest Once Grew" at 1027 Westwood Blvd.

New window clings featuring art from the Hammer Museum were added to several vacant storefronts on Westwood Blvd. this past Summer.

Discussions with other artists, galleries, and property owners to create public art opportunities in the Village are ongoing.





# Broxton Nights

In September 2023, the WVIA partnered with Farm Habit and LA Skate Hunnies to create a new nighttime monthly event series called Broxton Nights. The event occurs every 2nd Saturday from 5 pm to 9 pm. The pop-up market is situated on Broxton Ave in Westwood Village. Attendees are encouraged to stroll or roll through the event and enjoy food from vendors and handmade gifts from local artisans.

A distinctive theme shapes each monthly installment of the pop-up market with local food and artisans, resulting in a one-of-a-kind event for the community. The event aims to curate memorable experiences and foster positivity within the community of Westwood Village.







## Weekly Farmers' Market

The Westwood Village Farmers Market occurs every Thursday from noon to 5:00 pm on Broxton Avenue between Kinross and Weyburn. This valuable resource provides Westwood Village residents and visitors access to fresh, healthy food while enjoying live musical performances and community booths with family and student-focused information.

The Market features over 40 weekly vendors and offers local and organic fresh produce, baked goods, fruits and vegetables, honey, hummus, prepared foods, handmade artisanal items, clothing, craft goods, art, and more! Each week, the market diverts approximately 300 pounds of organic matter from landfills (and turns it into compost) while recovering approximately 200 unsold produce and bringing it to food-insecure community members. This translates into around 15,000 pounds of diverted organic matter yearly and 10,000 pounds of recovered produce for local needy people.

## WVFM Stats:

### Vendor Count:

43 vendors weekly up from 41 last year.

### Customer Counts:

increased roughly 5% over the previous year.

### Vendor Sales:

Comparable vendor sales improved roughly 5% over the previous year.

## Business Mixers

The WVIA hosted several business mixers throughout Westwood Village, including Wolfsglen, Tuck Room Tavern, and Prince of Venice. The events have forged fresh connections within our thriving community, expanded our professional network, and engaged in fruitful collaborations with local peers.



## Westwood Village UCLA Block Party

The 2023 Westwood Village UCLA Block Party was more extensive than ever. They year the event's footprint was increased to include the closure of Le Conte Ave to make it easier and safer for students to get between the Campus and the Village. The event celebrated the tenure of retiring Chancellor Gene Block by appropriately coining the name "The Gene Block Party" in honor of his numerous contributions to UCLA and Westwood. This year's event introduced 15,000 new and returning students to Westwood Village with games, booths, music, and activations highlighting many local businesses and restaurants.



## UCLA First Thursday

The UCLA First Thursdays event series continued this year in Westwood Village. The event takes place on the first Thursday of the month. This year, UCLA hosted events in Westwood Village and on campus, with plans to expand the series to other parts of Los Angeles.

The First Thursdays are split into daytime activities at the Westwood Village Farmers Market and themed neighborhood parties in the evenings. These events have become a must-attend in the community and attract students, local businesses, neighbors, and visitors across Los Angeles.



## The Bruin Flea

The Bruin Flea, initiated and led by UCLA alumni, is a dynamic monthly event every 3rd Friday. This meticulously organized and collaborative venture with Westwood Village reflects the commitment of UCLA students to foster professional growth and entrepreneurship by forming strategic alliances with fellow students and student organizations.

The overarching mission is to convert a designated space in Westwood into a collaborative and secure platform, facilitating the advancement of businesses and careers for UCLA students, local businesses, and Los Angeles-based creators. Aligned with its economic goals, a substantial portion of the proceeds is dedicated to supporting student-run organizations and non-profit initiatives within the Los Angeles community.



# Research & Advocacy

The WVIA advocates for the Westwood Business Improvement District to ensure the voices of district property owners and merchants are heard so Westwood Village can reach its great potential.



## Movie Premieres

Westwood Village has a significant history as an entertainment capital in the City of Los Angeles, and the Village regularly hosts movie premieres. While the premieres add energy and vitality to our district, they also impact our local businesses, sometimes negatively. In 2023, the WVIA engaged merchants, event production companies, City Staff, Film LA, and other parties to determine how the best balance can be achieved so Westwood Village can continue to host premieres while mitigating potentially adverse effects. To meet this goal, the WVIA created a series of guidelines for premieres to follow, and the WVIA will continue to evaluate this important issue in 2024.



## Public Safety

The WVIA hosted two Coffee with a Cop events on March 9th at Starbucks on Weyburn Ave and the other on June 8th at the Ministry of Coffee. West Los Angeles LAPD officers, business owners, residents, and stakeholders were in attendance. Many discussions included public safety, patrol schedules, outreach, community policing, and neighborhood watch. LAPD supported the proposal by the WVIA to host a Coffee with a Cop event every year at different locations throughout Westwood Village. The WVIA will continue to advocate for increasing the Los Angeles Police Department presence in Westwood Village. The WVIA believes the increased presence and visibility of LAPD officers acts as an important crime deterrent in the district.



## Pedestrian Improvements

WVIA Staff is continuing discussions with the UCLA Transportation Department, the Campus Bike Advisory Committee, Metro, CD5, and USAC regarding mobility in Westwood. The UCLA/Westwood Village Bus Study was presented at the April 11th WVIA Planning & Mobility Committee meeting. Staff is working with Streets For All to refine the Westwood Connected ([westwoodconnected.com](http://westwoodconnected.com)) plan for bike lanes on Westwood and Wilshire, pedestrian improvement across Westwood Village, bus lane improvements, and a dedicated (Sepulveda Transit Corridor) heavy-rail stop at UCLA.



# Transportation & Access

Improving how people access our district is a priority. The WVIA has formed strategic partnerships with Metro, the Los Angeles Department of Transportation, Council District 5, the Mayor's Office, the LA County Board of Supervisors 3rd District, and the City Attorney's Office to meet our shared goals.



## Parking Wayfinding Signage

This year, 10 new wayfinding signs were installed to improve parking accessibility to parking structures offering reasonable rates within Westwood Village. The signage will be on Westwood Blvd, Weyburn Ave, Le Conte Ave, Glendon Ave, and Gayley Ave.

## Broxton Plaza

Broxton Plaza will create a publicly accessible open space by closing a portion of Broxton Ave. to vehicular traffic. A durable and decorative surface product is applied to the roadbed, while large planters, access gates, and other elements will define the Broxton Plaza perimeter. The WVIA will maintain and operate the Broxton Plaza, providing movable tables, chairs, umbrellas, and other furnishings; public programs; and ongoing neighborhood outreach.

The Broxton Plaza will become the centerpiece of the Village, providing a venue for events and celebrations. As more people come to spend time in Westwood, the increased activity will support the vibrancy of local businesses.

The Broxton Plaza will host various events and activities to foster community involvement and social cohesion.

- Westwood Village Farmers' Market - Every Thursday
- UCLA First Thursdays
- Broxton Nights - 2nd Saturdays
- Bruin Flea - 3rd Fridays
- Holiday Events (Tree & Menorah Lighting)
- Seasonal Activities
- Annual UCLA Westwood Village Block Party (15K attendees)
- Daily / Weekly: Tables, Chairs, Umbrellas, Music, and Games



## Metro PLE Construction Update

Soil excavation at the future Westwood/UCLA Station continues: View of trench and support struts. Iris and Aura, the two PLE Section 3 tunnel boring machines, have completed their journey from Westwood to Century City. They are now inside the future Century City/Constellation Station.



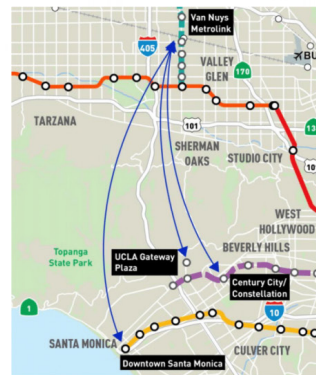
## Metro Micro

Metro Micro is an on-demand rideshare service, offering fast, safe and convenient options for quick trips around Westwood Village, UCLA, and VA Medical Center for just \$1. The service currently operates Monday through Friday from 9 am to 9 pm and uses small vehicles (seating up to 10 passengers). Metro Micro is part of Metro's family of services and has been designed hand-in-hand with their NextGen Bus Plan. Download the Metro Micro app today or visit [mico.metro.net](https://mico.metro.net) for more information and to get your first two rides free.



### All Alternatives Offer Significant Travel Time Savings

| From Van Nuys Metrolink Station to | Current Travel Time by Car (AM Peak)<br><small>Google Maps</small> | Projected Travel Time by Rail (all alternatives) |
|------------------------------------|--|--|
| UCLA Gateway Plaza                 | 40-90 minutes  | 12-39 minutes                                    |
| D Line Century City Station        | 35-85 minutes  | 22-36 minutes                                    |
| E Line Santa Monica                | 45-100 minutes   | 31-48 minutes                                    |



Projected rail travel times account for transfers, including distance and peak period frequency

25

## Metro Sepulveda Transit Corridor

Metro released a scoping summary report earlier this year that provided information about feedback received from the public during the project's scoping period. Metro is currently analyzing public comments regarding the alternatives to connect the San Fernando Valley and the Westside as it prepares a Draft Environmental Impact Report (DEIR). The DEIR will document the results of the evaluation of alignments, station locations, and both monorail and heavy rail project alternatives to address the transportation needs of travelers who utilize the Sepulveda Pass and the I-405.



# Leadership

Our mission 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.

## WVIA Staff

**Michael Russell**  
Executive Director

**Megan Furey**  
Director of Programs & Partnerships

**Tori Prudhomme-Yurochko**  
Operations Manager

## WVIA Board Members

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**Damien Hirsch**  
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**Dana Slatkin**  
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**Josh Trifunovic**  
Gayley Family, LLC

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**Jessica Dabney**  
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**Peter Clinco**  
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**Patrick Nally**  
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