

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

1st Quarter 2020

LETTER FROM THE PRESIDENT



The Village BID businesses have struggled during the latter half of this quarter as the COVID-19 shutdown orders have forced Village shops to shut their doors. Only Gelson's Market, Village restaurants, Village banks and a few essential businesses have been able to do business. The eateries closed their doors to dine-in customers, but have offered take-out and delivery for hungry customers. Please support our Village restaurants throughout this ordeal. Landlords and business owners alike have experienced hardships as many businesses have requested rent relief and property owners have had to make difficult decisions. SBA loans and a city loan program are being inundated with loan requests. Please call or email me for details of those loan programs.

The BID board is committed to keeping the Village an appealing destination to walk, even if pedestrians find most shop doors locked and have to keep social distancing in mind as they navigate the sidewalks.

We have some new businesses this quarter, as we do every quarter. Please read about them in this newsletter and support them as soon as the stay-at-home orders are lifted. Please do let us know if you hear of any other new businesses that are not mentioned in our newsletters, as we don't want to overlook any that didn't notify us that they are here. We wish all of our new Village businesses tremendous success!

The BID board would like to experiment with sponsored advertisements on the last page of our newsletters. These could be ads from Village businesses and/or they could be ads from vendors or businesses that Village businesses patronize or recommend. We would like to do this as a way to supplement our BID budget. For our next quarterly newsletter, we are holding a contest for one lucky winning business to earn a free ad. After that, the ads will come with a price tag. Please submit your best ads and the board will carefully select a winner of the prize.

Enjoy reading about the latest Village at Sherman Oaks Business Improvement District news and events, and look forward to seeing you in the Village soon!

Warmly,

Leslie Elkan, BID President
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818-326-0273

Coronavirus (COVID-19) Update

In March, our BID maintenance vendor Streetplus delivered corporate training on the Coronavirus to all of their staff. Streetplus mandated that in addition to repeated hand washing, employees wear latex gloves and have hand sanitation with them while on the street working. They also asked for no hand shaking or other direct contact.

The BID continues to engage Streetplus' services and is working closely with them to adjust their focus in accordance to our district's changing needs. As city services have been cutting back their work, Streetplus has been stepping up for us by adding detailed sanitation cleaning, including sanitizing trash cans and pedestrian walk buttons. This added measure will ensure we are taking steps needed to keep the BID clean and safe during this unprecedented time.



The BID is excited to announce we are coordinating a new street banner program with bolder colors as an outreach tool to encourage neighborhood stakeholders, visitors, and residents alike to patronize the shops and restaurants along Ventura and Van Nuys boulevards. These updated banners will be displayed for the period of Spring/Summer 2020 to April 2022.

This is an example of one of three new banner styles that will be installed in the BID. Please note the colors here don't depict the exact Pantone colors of the actual banners, but gives you a representation of the new design.

NEW BUSINESS OPENINGS



The Village at Sherman Oaks welcomes Unitek to the BID. Located at 14635 Ventura Blvd, Unitek is an Apple Premiere Sales & Service Center and a Lenovo Authorized Service Center, serving the valley since 1993.

As a certified Apple Premier Partner and Apple Premium Service provider, Unitek provides an all-inclusive array of solutions around all Apple® hardware and software products as well as the highest quality service and support from Apple® Certified Technicians.

★ SoCal DISCOUNT NUTRITION

Established in 2013, Discount Nutrition's goals were simple – provide the best pricing and largest selection of products, along with outstanding five-star service. Soon the highly-rated store expanded its locations and has now landed in the Village at 14566 Ventura Blvd. Vitamins, supplements, sports nutrition, health foods and much more are offered at low and wholesale pricing. And SoCal Discount Nutrition is staffed with friendly, professional and certified nutritional coaches to help customers with all their shopping needs.

NOTE

The Los Angeles Department of Transportation is offering **FREE PARKING** in the BID's Cedros Ave parking lot during the month of April



OUR DAY PORTERS

We have day porters working to keep our Village clean and safe. Have you seen them on our sidewalks sweeping, emptying the trash cans or removing graffiti? If you have a problem, you can call us or reach out to the day porters directly at 213-713-5614.

Please read the Street Plus Newsletter attached for more details about this program.

OUR NEXT BOARD MEETINGS

Tuesday, May 5
Tuesday, June 2
Tuesday, July 7

All meetings are at 9 am
Please call for details



OUR BOARD MEMBERS

Leslie Elkan, President
Ed Korbel, Treasurer
Jay Friedman, Secretary
Row Zadeh, Board Member
Marla Rothschild, Executive Director

CONTACT US

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