

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

1st Quarter 2021

LETTER FROM THE PRESIDENT



The Village BID businesses are finally seeing the light at the end of the tunnel as the lockdowns have lifted and shops, restaurants and salons are serving customers more fully than they've been able to do in a long while. As more and more people are vaccinated, the businesses are looking forward to returning to a completely normal business environment soon.

We have some new businesses this quarter, as we do every quarter. Please read about them in this newsletter and support them. 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.

If any businesses would like to sponsor an electric control box, please let me know and I will connect you with the program director. Likely, you have noticed the clever and colorful painted boxes on the sidewalks that went from drab to fabulous, thanks to the Sherman Oaks Chamber Foundation. Some of them are in need of refreshing and there are talented and willing artists ready to repaint them in fresh, new, bold designs for a reasonable fee.

If any property owners would like artwork in their vacant storefront windows, please contact me and I will connect you with the director of that program. This is a free benefit.

See you in the Village!

Warmly,
Leslie Elkan, BID President
leslie@villageatshermanoaks.com
818-326-0273

Village Improvements

Property Prep has done an amazing job in these challenging times by adapting their cleaning and sanitizing services. They now have to clean around multiple dining tents and heaters that are on our sidewalks to keep our stores and restaurants open for business.



Our StreetPlus Day Porters

Alex Duran and his StreetPlus team work hard everyday to keep our Village clean and safe. If you notice something that needs attention, you can call or text Alex directly at [213-713-5614](tel:213-713-5614) or e-mail him at ADuran@streetplus.net

Pictured to the right is Jorge S. He has been with StreetPlus for 3 years helping to keep our BID clean. If you see him say hello and thank you.

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



The Value of BIDs

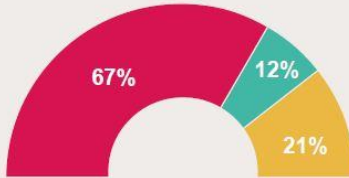
WHAT IS A BID?

A business improvement district or "BID" is a geographically defined area in which property owners or merchants pay a special assessment for agreed-upon services, activities, and programs. Assessments are charged to all members within the district in order to equitably distribute the benefits received and the costs incurred to provide those benefits.

The establishment of business improvement districts is authorized by two state laws: one which allows for property-based districts and one which allows for the creation of merchant-based special assessment districts*. In both cases, a majority of commercial property owners or business owners in a given area decide to acquire special benefits and to pay for those benefits themselves. In this way, individual communities are able to have a direct voice regarding the economic activity in their area.

WHERE DOES THE MONEY GO?

Providing services beyond that of the city:



Clean & Safe: Trash removal, sidewalk cleaning, bike patrols, visitor ambassadors

Marketing & Economic Development: Websites, newsletters, special events, business support and attraction

Administration & Management

BID SERVICES

BIDs are often the first responders in a place, providing quick, practical, and creative solutions

"Clean and Safe" services are the foundation of what Los Angeles BIDs do, representing over 2/3 of total BID spending. BID services go above and beyond the capacity of the city, while also reducing demand for city resources. Most BIDs also engage in marketing, economic development and district identity efforts that enhance the sense of community in local neighborhoods.

CORE BID SERVICES:

Clean & Safe

- Trash removal
- Sidewalk cleaning
- Graffiti Removal
- Tree Trimming
- Community Call Response
- Footbeats and Bike Patrols
- Visitor Ambassadors
- Homeless Outreach

Marketing & Economic Development

- Communication
- Business Support & Attraction
- Community Activation
- Special Events

SAFETY & SECURITY

BID safety teams are typically the first to arrive on the scene of any incident in their district

BID safety personnel patrol their districts on foot or bike. Most BIDs also have a 24/7 dispatch center to respond to calls for assistance. With a focus on de-escalation, BID patrols typically address incidents without police involvement, but also work in partnership with emergency responders. BID officers perform regular wellness checks for individuals experiencing homelessness, and often serve as their first point-of-contact for accessing social services.

BID SERVICES INCLUDE:

- Community call response
- 24/7 dispatch centers
- Bike patrols and footbeats
- Focus on de-escalation
- Welfare and wellness checks
- Referrals to service providers
- Outreach to local business
- Visitor guides and ambassadors

CLEANING & MAINTENANCE

Making sure LA's key commercial districts look and feel their best every day

Every morning, in key commercial districts around the city, well before people show up for their morning coffee or head into work, BID teams are out in force. They are cleaning up trash and debris from the streets, power washing sidewalks, picking up gum, removing graffiti, and broadly doing whatever they can to ensure a clean, safe, and welcoming environment for all Angelenos and the millions of tourists who visit these districts.

BID SERVICES INCLUDE:

- Trash removal
- Sidewalk cleaning
- Graffiti removal
- Poster & sticker removal
- Pressure washing
- Tree trimming
- Landscaping planters
- Street furniture

Did you know? The City of LA has 40 BIDs covering over 7,000 acres located within 13 of the Council Districts.

Agencies

Armed Forces Career Center
 Beverly Hills Financial Planners, LLC
 Captive Eight, LLC
 Chambers Insurance Agency
 Chelsea Handler Productions, LLC
 Folk Williams Financial Management, Inc.
 Freeway Insurance
 Good Spirit Home Health Svces,
 Guglielmo Casting
 Hetzel Design Inc.
 Ideal Living Management, LLC
 Kalban Architects, Inc.
 Kandoo Films
 Kelly Services, Inc.
 Mak Pictures, LLC
 National Jewish Health
 NCA Home Health Care, Inc.
 Option One Lending
 Premier Healthcare Services, LLC
 Prime West Insurance Brokerage, Inc.
 Sandstone Properties, Inc.
 Smith & Benowitz
 State Farm - George Timuryan
 State Farm - Ned Gardner
 System Property Development Company, Inc.
 The Stander Group
 VIP Tickets - 2nd Floor
 We Are Verified
 Wonacott Communications
 Working with Autism, Inc
 Wright Entertainment, Inc.

Services

A Yellow House Vacuum Repair
 AJ's Pet Shop
 Bank of America
 California Kitchen Gallery
 Chevron
 Christine's Tailoring/Alterations
 Citibank
 Counseling West
 David Horowitz Freedom Center
 Dedicated Building Services
 Dr. Blue Jeans
 Easy Busy Legal
 E-Control Systems, Inc.
 Expo Locksmith
 Faceware Technologies
 FedEx Office Print & Ship Center
 Flam's Lock & Key
 GeekTek IT Services
 Gingold & Company, CPA
 It's Just a Desk
 Legacy Cleaners
 MAC Systems Math Center
 Maestro Spot Free Cleaners
 Mail Box Services Plus
 MEZ Investments
 National Bank of California
 One Grey Day
 One Stop Services, Co.
 Pristine Cleaners
 Public Storage
 Sandler and Rosen, LLP
 Shell Gas Station
 The Mailroom & More
 Tip Top Printing & Copy Center
 US Bank
 Well Fargo Bank
 WeSpark Cancer Support Center

Health and Wellness

City Eyes Optometry
 Healthy Smiles Dental
 LensCrafters
 Millennium Dental
 Professional Vision Care Associates
 Mark Weinberg DDS/Sherman Oaks Dentistry

Breathe Diagnostics - Sleep
 Carbon Health - **Coming Soon**
 New Directions
 pH Proactive Health Labs
 Randak, F. Douglas - P.T.
 The Villa Outpatient Program

Abrams, Steven MD
 Alexander, Vee MFT
 Allan Phillips, MD
 Andrew Wang, MD
 Barron, Joanne PsyD
 Beierle, Wanda LMFT
 Benyas, Pamela Ph.D
 Berglund, Robin G. MD
 Berman, Jackie MFT
 Berry, Estelle MFCC
 Campbell, Timothy R. DC
 Danielle Matthew, LMFT
 Davis, Stephanie R., MFT
 Dytman, Wendy MA MFT
 Epstein, Susan MA MFT
 Freeman, Richard A., MFT
 Friedman, Judith PhD MFCC
 Friedman-Gell, Lynne, PhD
 Goyer, Tiffany MFT
 Grant, Cheryl LMFT
 Grusd, Helen PhD
 Hacker, Lisa MFCC
 Hailey, Brooke PhD
 Heeran, Katie LMFT
 Hernandez, Sylvia LCSW
 Holistic Health Plus
 Hospice of Providence
 Iloff, Ruthanne MA MFT
 Jankovich, Bobbi LMFT
 Jenni J. V. Wilson MA LMFT
 Johnson, Margaret MFT
 Kalcheim, Sid, MA, MFT
 Levine, Laurie MFT
 Litman, Charles M., PhD
 Mortimer, Jay C., MD
 Nehamen, Dennis A., PhD
 Om, Sharma PhD
 Ottina, Jean PhD
 Paez, Vivino MFT
 Pine, Pamela PhD
 Platinum Hospice Care, Inc.
 Polsky, Matthew LMFT
 Reiter, Ronald PhD
 Robkin, Dalia LMFT
 Ross, Amy MA MFT
 Rubenstein, Karen MA MFT
 Satenberg, Nancy PhD
 Sharon, Debra PhD
 Social Coaching Club, Inc.
 Sorell, Erica LMFT
 Taylor-Jones, Christi MFT
 Thomas, Jason LEP
 Tye, Kristine MA LMFT
 Weil, Monica PsyD
 Whitehead, Jessica LMFT
 Wylie, Samantha MFT

Food - Drinks

a Divine H2O - Oxygen
 Alcazar
 Al's Hot Chicken
 Anajak Thai
 Burger Lounge
 Chipotle
 Clay Pit Indian Cuisine
 Crave Café
 Crave Café Sushi
 Dave's Hot Chicken - **Coming Soon**
 Dojo Sushi
 Domino's
 El Torito
 Gold Yaki Burger
 Gyu-Kaku Japanese BBQ
 Hanami Sushi
 Health Nut
 In-n-Out Burger
 Jamba Juice
 Juice Crafters
 Luna Grill
 Mardi Gras Tuesday
 MiDici Neopolitan Pizza
 Mr. Furley's Bar
 New York Bagel Cafe
 Noah's NY Bagels
 Nomura Sushi
 Noodle World Jr
 Nothing Bundt Cakes
 O'Cado
 Oliva Trattoria Pizzeria Italian Grille
 On The Thirty
 Panda Express
 Pineapple Hill Saloon & Grill
 Pizza Wagon of Brooklyn
 Qwench Juice Bar
 Saffron Mediterranean Grill
 Spumoni Restaurant
 Starbucks
 Tamashii Ramen House
 The Barrel Tavern
 The Crabby Crab
 The Sherman
 Ubatuba Acai X
 veStation
 White Fog Hookah Lounge
 Williams Croissants & Donuts

Desserts

Afters Ice Cream
 Brian's Shave Ice & Boba
 Cold Stone Creamery
 Happy Days Café
 Humphrey Yogart (Inside Gelsons)
 Paradis
 The Dolly Llama

Retail

2nd STREET USA
 4 Seasons Custom Clothiers
 American Cancer Society Discovery Shops
 AT&T
 Best Buy
 Bestime
 Birkenstock
 Bitar Fine Jewelry & Manufacturing
 Buffalo Exchange
 Capital Drugs
 Cell Funds
 Cheesemongers of Sherman Oaks
 Contex, Inc.
 Crown Beads & Jewelry
 Delta Mailbox Sales
 Eco H2O Center
 For Love Bridal - **NEW**
 Gelson's Market
 In Style Boutique
 Johnson Fitness & Wellness
 Kicks Kartel
 Lazar's Luggage
 Lighting World
 Little Trendz Store
 Mike's Smoke and Gift Shop
 Nadeau
 Next Level CBD
 NW Rugs & Furniture
 Olympus Pharmacy
 Romantix
 Sherman Oaks Cigars
 SoCal Discount Nutrition
 Spy Shop (IQTronics, Inc.)
 START Rescue Resale Store
 Steel Santos
 Talk of the Valley CBD
 The Standard Design Grp Nurseries - **NEW**
 TJ Maxx
 T-Mobile
 Toy Mandala
 Urban Outfitters
 Wine N' Liquor Basket

Arts & Entertainment

Baxter-Northup Music Co.
 House of Billiards
 Infinite Flow Dance
 Piano Play Music System, Inc.
 Sherman Oaks School of Dance & Music
 UltraZone Laser Tag

Beauty

Hair

1818 Fine Men's Salons
 Bella's Hair & Nail Studio - **NEW**
 Brotherhood Barbershop
 Blends Barbershop - **NEW**
 Regency Salon
 Angelo's Salon for Hair
 Fantastic Sams
 Hair Art
 Headbetter Salon
 Heaven's Melody Beauty Lounge
 Paul Fisher Salon
 Primo Salon
 Serenity Beauty Salon
 The Dollhouse
 The Loft Hair Studio
 Pauline's Human Hair
 Blink Bar
 SalonCentric
 Ulta

Nails

AM & PM Nail Spa
 Bella's Hair & Nail Studio
 Creative Touch LA
 Green Nail
 Zen Nail Bar
 Helen's Salon - **NEW**
 Pink Cheeks Salon
 Teri Taylor Spa Boutique
 Lily Pad Thai Spa & Massage
 Sun Spa Tanning
 Tattoos Deluxe
 Zia Threading

Fitness

Dragonfly Cycling
 Barry's Boot Camp
 Fit Box Workout
 9Round Fitness
 WW Studio - **NEW**

Massage

Massage Envy
 PC & C Massage
 Superior Massage
 Sun & Moon Spa
 Super Relax

Medical Spa

Blue Medi Spa
 Z Center for Cosmetic Health

New Business Openings

The Village At Sherman Oaks welcomes **WW Studio**, **Carbon Health**, **Helen's Salon**, **Bella's Hair and Nail Studio** and **Blends Barbershop**.

Weight Watchers has been reimaged into WW Studio, and we are lucky to have one here in The Village. Run by a WW Coach who is trained in weight loss and nutrition, WW Workshops are a friendly, supportive environment, where everyone is working towards the common goal of healthy weight loss and a healthier lifestyle. Carbon Health is a Modern Primary and Urgent Care facility combining tech-enabled and smart Technology for a seamless virtual or in-person experience.

Helen's Salon, Bella's Hair and Nail and Blends Barbershop are now open for business!!



Located at 14622 Ventura Blvd
Suite 203-204



Opening in Mid-April
at 4550 Van Nuys Blvd



Located at 14641 Ventura Blvd



Located at 14524 Ventura Blvd



Now Open at
14639 Ventura Blvd

Announcements



The Valley Economic Alliance

Free Business Technical Assistance & Support

What do we offer?

- Development of a Business Plan
- Access to Capital/Lending
- PPP and EIDL Loans and Grants
- Access to Business Tax Credits
- Digital Marketing and new customer identification/targeting (social media analytics)
- Assistance with Real Estate Development, Permitting, zoning, etc.
- Obtaining subsidized PPE
- Providing Cost Containment Strategies
- Connecting business clients to City BusinessSource system
- Connecting clients to customized training offerings or incumbent worker training
- Financial Skill Building and Planning (bookkeeping, P & L monitoring, business taxes, etc.)

Who is Eligible?

- Businesses with a valid business tax and registration certificate.
- Businesses in financial stress or in danger of financial stress
- Considering laying off employees, reducing staff hours or moving outside of Los Angeles with less employees.

Priority Project Areas

Businesses within the Cities of Burbank, Calabasas, Glendale, San Fernando, and San Fernando region of the City of Los Angeles with a special emphasis on the following neighborhoods:

- Canoga Park
- Chatsworth
- Granada Hills
- Encino
- Lake Balboa
- Mission Hills
- North Hills
- Northridge
- Porter Ranch
- Reseda
- Sepulveda Basin
- Tarzana
- (Portions of) Van Nuys
- West Hills
- Winnetka
- Woodland Hills

Questions?

Contact Brett Dickstein, Business Advisor at bdickstein@economicalliance.org or (818) 379-7000 x105

From the office of



**NITHYA
RAMAN**

Los Angeles
★ City Councilmember
4th District

Thank you to Alexandria Naseef from our local LA City Councilmember Nithya Raman's office, who offers this very helpful information. To request help for an unhoused neighbor, please submit an LA HOP request at <https://www.lahsa.org/portal/apps/la-hop/request> or by calling 211. An outreach team is able to follow-up and go out to these individuals to offer services and housing. They will be assigned an outreach worker who will then put the person in the LA HOP matching system. This would be the first step to helping end someone's homelessness.

For graffiti removal and trash pick-up, please file a 311 request at <https://www.lacity.org/myla311> or on the MyLA311 App. Or by simply calling 311.

The office's clean team LA Conservation Corps can also go out and clean an area, or remove bulky items. Currently, our CD4 volunteer corps is working with the Sherman Oaks Neighborhood Council to plan and host a community cleanup. If you would like to volunteer for this day, please call the office at 213-473-7004 and they will send you the information.

OUR NEXT BOARD MEETINGS

April 13th ~ May 11th

June 8th

All meetings are the second
Tuesday of the month at

9 am.

Please call for details

OUR BOARD MEMBERS

Leslie Elkan, President
Ed Korbel, Treasurer
Jay Friedman, Secretary
Row Zadeh, Board Member

OUR BID TEAM

Kathleen Wood, Executive Director
Mark Valerio, Social Media Director
Lizbeth Alcaraz, Intern
Janet Hernandez, Intern
William Dahlin, Intern & BID Ambassador

CONTACT US

www.VillageAtShermanOaks.com
(818) 326-0273
info@VillageAtShermanOaks.com

Don't forget to follow The Village at Sherman Oaks on Facebook, Twitter, Instagram and now Tik Tok!



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Is your business having an event or special sale? Please e-mail our Executive Director at Kathleen@VillageAtShermanOaks.com and we can promote it on our social media pages.