

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

2nd Quarter 2020

LETTER FROM THE PRESIDENT



Summer is upon us and with the warm weather comes hope for a rejuvenation of our businesses, which have been hammered by the pandemic and the protests. The local business associations and residents' associations are working together to preserve our local business communities.

The Coalition of Businesses and Residents Associations (COBRA) has come together to ensure the revitalization of local businesses in two of Los Angeles' most vital business districts -- Studio City and Sherman Oaks. COBRA is hosting a Grand Re-Opening of businesses in Sherman Oaks and Studio City this summer. The coalition is inviting local residents to "Shop Local and Shop Safely," while wearing masks and social distancing, and encouraging businesses to offer specials to community residents, and follow all safety protocols.

COBRA formed last month when it was clear that more collaboration was needed between the city of Los Angeles, local business groups, and residents' associations to educate and support businesses in re-opening successfully while adapting to new health and safety regulations. Now that the large majority of businesses have been given the guidelines and permission to open, COBRA is focusing on promoting these businesses. Posters and flyers will be handed out to each business and the Village will soon sport decorations for a festive feeling. Businesses are welcome to add their own decorative touches such as balloons in front of their shops or restaurants to add to the inviting ambiance.

COBRA includes the Sherman Oaks Neighborhood Council, Sherman Oaks Homeowners Association, the Village At Sherman Oaks Business Improvement District, Sherman Oaks Chamber of Commerce, Studio City Neighborhood Council, Studio City Residents Association, Studio City Business District, Studio City Farmers Market and the Studio City Chamber of Commerce.

Please peruse this newsletter for information on what transpired during the last quarter in the Village.

Warmly,

Leslie Elkan, BID President
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818-326-0273

Village Improvements

In May, the BID worked with New View Landscaping to freshen plantings in the Village, just in time for Summer.

In the median on Ventura Blvd, Crepe Myrtle and Red Carpet Roses were planted and near the southwest corner of Ventura and Van Nuys Blvd, a Tabebuia tree was replaced.

Additionally, three tree wells were repaired.



Village Improvements



COVID-19 presented an unprecedented set of challenges for the BID, one of them being cleanliness.

With the imminent re-opening of the Village, the entire BID was pressure washed at the beginning of June – sidewalks and business fronts – with approved disinfectant cleaning solution.

The freshly scrubbed Village is now a healthier place for business!



Announcements

November 28 marks [Small Business Saturday](#) and actively supporting our local businesses this year is more important than ever. In conjunction with Small Business Saturday, the BID will be organizing a [Shop Small Food Festival](#) in the Village.

We believe this event will be a great way for our community to support local eateries and grab a bite as they Shop Small at our Village stores. The BID will help support participating businesses with a turnkey event plan, marketing materials and lots of promotion.

Be on the lookout for more information as we kick-off this fun and worthwhile activity. We strongly encourage our Village restaurants and businesses to participate in a safe manner in helping bring our neighborhood together and boost our local economy.

[Please Save The Date!](#)

After years of hard work, the BID is thrilled to announce the start of a new lighting project to boldly illuminate our flagship median on Ventura Blvd. This noteworthy enhancement to the Village is long-awaited. Pictures and details are forthcoming, but we're sure this enhanced lighting of our median palm trees will help attract more foot traffic and patronage to our Village businesses.

Once completed, the BID will unveil the newly lit median with a special event featuring Councilman Ryu, who is supporting us with this endeavor and contributed funding towards this important project. We anticipate completion by end of summer!

Councilman Ryu has contributed a substantial sum to Jewish Free Loans for residents and businesses of CD4 to apply for interest-free loans. Any resident or business in Sherman Oaks can go to JFLA.org for more information and to apply for an interest-free loan.

A temporary Parklet will be installed alongside Midici on Cedros in the Village this summer, as part of the Mayor's new Al Fresco dining program. This will extend the dining area and enable the restaurant to further social distance their customers. This will be replaced by a Metro-funded Parklet with benches, planters, colored street imprints, etc., that was won by the Village BID in a CD4 Parklet competition, when the funding comes through.



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, August 4
Tuesday, September 1
Tuesday, October 6

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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