

VILLAGE AT SHERMAN OAKS BID NEWSLETTER

3RD Quarter 2019



LETTER FROM THE PRESIDENT

Fall is upon the Village At Sherman Oaks BID, bringing shorter days and longer nights. We have some new businesses this quarter which are written about in this newsletter. We wish our new Village businesses tremendous success!

October is always a special month in the Village because the Chamber puts on its fabulous annual Street Fair in front of our Ventura Blvd. shops and restaurants. Our Van Nuys Blvd. shops and restaurants enjoy the festivities, as well, as

the 150,000 or so pedestrians fan out throughout the Village on this special day. Sunday, October 20, 2019 will be the Chamber's 29th annual street fair. Ventura Blvd. will be closed to vehicular traffic from 10:00 am - 6:00 pm from Kester Ave. to Van Nuys Blvd. and the sidewalks will be teeming with families enjoying vendors with specialty wares, yummy food, discounts offered by Village businesses, music, entertainment, rides, games, a beer garden, school performances and much more. Please be sure to mark your calendars for this delightful day of family fun in the Village!

Councilmember Ryu has generously agreed to pay for trimming all of the trees in the Village this month, as well as contributing a hefty sum to help us finish our median lighting before the December holidays. He is hosting a City Employee appreciation event on October 24th to thank City employees who work hard on behalf of CD4. To make it more fun, the councilmember is going to have a raffle and would love to get some items donated from local businesses that might be willing to donate an appropriate item or a gift certificate. Any BID businesses who would like to donate gift items or certificates for goods or services will not only be doing something nice for our councilman, who has been very generous with us, and for hardworking city employees, but this is also an opportunity to reach a new group of shoppers and diners who may be enticed by these gifts to try them and become new loyal customers. Please email leslie@villageatshermanoaks.com, or call/text 818-326-0273 to arrange to donate gifts or gift certificates.

On Saturday, November 30, we would like to have our Village businesses participate in Small Business Saturday by hosting some sort of festivities in their shops and offering specials, discounts, refreshments, music, etc. American Express will be heavily promoting this and there will be opportunities to market and promote BID businesses using customized marketing materials from Shopsmall.com, for this event. Our day porters will be distributing shopping bags, balloons, banners, pens, and more to help our businesses promote shopping on this Saturday, when holiday shopping begins in earnest. Please start planning now to take advantage of this.

See you in the Village!

Warmly,

Leslie Elkan, BID President



IMPROVEMENTS IN THE VILLAGE



Graffiti Removal

Sherman Oaks Beautification Committee Lead Volunteer, Brian Patton, single-handedly painted out the graffiti from all of the dumpsters in the BID alleys with paint he was able to get donated by Vista Paint and Waste Management



Tree Well Repairs

Eight tree wells in need of professional repair were fixed in July with the addition of decomposed granite

29th Annual Sherman Oaks Street Fair

The largest single day event in the
San Fernando Valley!

*On Ventura Blvd in the
Village at Sherman Oaks*

Sunday, October 20th
from 10AM - 6PM



SHOP, EAT & SPEND LOCAL

Let's keep our neighborhood shops in business!

Small Business Saturday is a promotion-friendly community event and a powerful opportunity to reconnect with customers, as well as boost sales. Celebrate with us on **Saturday, November 30!**

You can request a Shop Small® Kit by visiting the Shop Small® Studio at AmericanExpress.com. After you create your downloadable marketing materials, just click on "Request a Shop Small® Kit." The Shop Small® Kit includes merchandise like buttons, tote bags, stickers, pens, and more, to help your business stand out and keep the movement alive all year round.

Apply by 11/7/19.

NEW BUSINESS OPENINGS



The Barrel, a neighborhood bar that first opened in the same spot in 1957, will re-open mid to late October.

The Barrel will feature flat-screen TVs with televised sporting events in a friendly, inviting and comfortable atmosphere – a local Sherman Oaks bar rich with character!

Next Level CBD will open in mid-October at 14522 Ventura Blvd.

This fully CBD store will offer tinctures, soaps, bath bombs, lip balms, cleansers, lotions, vapes, juices and pet products, all containing CBD.

Watch for their Grand Opening!



Next Level CBD



OUR DAY PORTERS

We have day porters working seven days a week keeping 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, November 5
Tuesday, December 3

All meetings are at 9 am
Crave Café
14504 Ventura Blvd Sherman Oaks



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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