

## VILLAGE AT SHERMAN OAKS BID NEWSLETTER

3rd Quarter 2022



### 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 wonderful 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 16, 2022 will be the Chamber's fabulous street fair, back after a few years' recess due to the pandemic. 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!

On Saturday, November 26, 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 that Saturday, when holiday shopping begins in earnest. Please start planning now to take advantage of this marketing opportunity.

I welcome your calls and emails! See you in the Village!

Warmly,

Leslie Elkan, BID President  
[leslie@villageatshermanoaks.com](mailto:leslie@villageatshermanoaks.com)  
818-326-0273

## Village Improvements

The holidays are just around the corner and the **Village At Sherman Oaks BID** is going to welcome shoppers and diners with the help of **StreetPlus** and **Property Prep** by power-washing our sidewalks, picking up trash and debris from the sidewalks and removing graffiti and flyers from our poles and newspaper stands.



Saving natural resources, saving money and protecting the environment are important aspects to the Sherman Oaks BID.

In the spirit of Reduce, Reuse and Recycling, the damaged benches mentioned in last quarter's newsletter from were repaired and reused to beautify another part of the Village At Sherman Oaks.



## Announcements



Small Business Saturday will be held in the BID on **Saturday, November 26th**. We will be promoting the event and highlighting our small businesses on social media. Look out for more information coming soon! We are hoping all of our BID businesses will participate to bring more shoppers into our Village for the holidays.



**SUNDAY, OCTOBER 16TH**  
**10AM-6PM**

Main Stage | Community Stage | Carnival  
Cocktail Lounge | Pet Zone | WE CON  
Hundreds of Vendors | and MORE!

Ventura Blvd. from Kester Ave. to Van Nuys Blvd.



Having an effective video surveillance system will help deter shoplifting and employee theft, and it can also prove valuable when trying to document crimes and injury claims by customers or employees. Many of the newer digital systems allow you to review your footage from a smart phone, even if you are not onsite.

**Help keep the Village At Sherman Oaks safe!**



**The 988 Suicide & Crisis Lifeline** is a national network of local crisis centers that provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. 988 has been designated as the new three-digit dialing code that will route callers to the National Suicide Prevention Lifeline. 988 is committed to improving crisis services and advancing suicide prevention by empowering individuals, advancing professional best practices, and building awareness.

To find out more go to: [www.988lifeline.org](http://www.988lifeline.org)

## New Business Openings

### The Village At Sherman Oaks

welcomes **BUD Dynasty, The Avenue Kitchen, CycleBar and Two Hearts Yoga**

**Bud Dynasty's** mantra is providing cannabis products that help you enhance your health and wellness and are sourced only from the most natural producers. They select their providers and products to match only the highest health standards.

**The Avenue Kitchen** offers a wide variety of chicken, beef or falafel bowls and wraps. Fruit salads and smoothies are available and don't miss their delicious desserts!!

**CycleBar®** will motivate you with energizing rides tailored to all fitness and experience levels. Enjoy premium amenities, CycleStats® personal performance tracking, CycleBeats® mind-blowing playlists, and invigorating classes led by certified CycleBar® instructors. They pride themselves on covering every detail so you can clip in, clear your mind, dig deep, and Rock Your Ride™.

**Two Hearts Yoga** is an upbeat spot specializing in pre-natal, post-natal & fertility yoga, plus yoga with babies & kids.



**Now open at 14622 Ventura Blvd.**



**Now open at 14518 Ventura Blvd.**



**Book a class now at  
14622 Ventura Blvd. Suite 201**



**Classes are available now at  
4454 Van Nuys Blvd Suite 216**

## Invitation

### Please join us for our 2022 Annual Property Owners Meeting

**Date:** Tuesday, Dec 13, 2022

**Time:** 9:00am

**Location:** Virtual Zoom Meeting

Please **RSVP** at [Info@villageatshermanoaks.com](mailto:Info@villageatshermanoaks.com).



To Join Zoom Meeting, please copy/paste or type the link below into your browser:

<https://us02web.zoom.us/j/85707547438?pwd=YXU4dFFqRjNiRXINQjJZZWZGRmMxQT09>

**Meeting ID:** 857 0754 7438 **Passcode:** 678907

## Council District 4 News

**NITHYA RAMAN** | Los Angeles  
★ City Councilmember  
| 4th District

**LA City Council District 4 Ventura Team  
UPDATE: Homelessness Response Team  
For Ventura Blvd Businesses**

Following an evaluation of the pilot period, we've decided to not extend the pilot into a permanent Ventura Team program. Instead, we will be leveraging our existing homelessness service provider contracts to provide support to businesses and PEH along Ventura.

Our office is still here to help troubleshoot whatever issues you may have.

#### **Council District 4 Team Contact Information:**

**CD4 Homelessness Team -** Sophia Rodriguez, Homelessness Liaison: [sophia.rodriguez@lacity.org](mailto:sophia.rodriguez@lacity.org)  
Josh Scarcella, Homelessness Deputy: [josh.scarcella@lacity.org](mailto:josh.scarcella@lacity.org)  
Sarah Tanberg, Senior Homelessness Deputy: [sarah.tanberg@lacity.org](mailto:sarah.tanberg@lacity.org)

#### **Additional Contact Information:**

For referring individuals experiencing homelessness to a service provider for assistance: Submit an LA-HOP with pertinent details to request outreach for the person. Feel free to contact CD4 with LAHOP Reference Number, which we can share with our partners at the respective service providers covering the area. For incidents involving people showing signs of a mental health crisis: (800)854-7771. (Department of Mental Health's Psychiatric Mobile Response Team) For all emergencies: Please dial 911 immediately

OUR BOARD MEMBERS

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

OUR BID TEAM

Kathleen Wood, Executive Director  
Stephanie Banuelos, Asst to the Executive Director

Jasmine Hernandez, Intern  
Kiara Backstrom, Intern  
Luna Cinar, Intern

Webmaster: Vinh Nguyen  
ndtvinh14@gmail.com

**OUR NEXT BOARD MEETINGS:**

**October 11th ~ November 8th  
December 13th**

**All meetings are the second  
Tuesday of the month at 9 am**

**Please call or e-mail for details**

**Please RSVP at the number/email  
below**

CONTACT US

[www.VillageAtShermanOaks.com](http://www.VillageAtShermanOaks.com)  
(818) 326-0273  
[info@VillageAtShermanOaks.com](mailto:info@VillageAtShermanOaks.com)

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



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@villageBID



@VillageAtSherman  
OaksBID



VillageAtShermanOaks

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

Newsletter printed by: **FedEx Office Print & Ship Center**  
Located at 4550 Van Nuys Blvd. 818-906-9701  
<https://local.fedex.com/en-us/ca/sherman-oaks/office-0359>

# Street Report

The  
**Village**  
AT Sherman  
Oaks

CLEANING AMBASSADOR SERVICES | 3RD QUARTER 2022

The following data and information is provided to The Village at Sherman Oaks Business Improvement District for tracking purposes. The information contained in this report is for activities reported for the 3rd Quarter of 2022, July 1 - September 30. The data and information is obtained from Officers conducting patrols and entered in Statview.



# Street Report

THE VILLAGE AT SHERMAN OAKS

CLEANING AMBASSADOR SERVICES | 3RD QUARTER 2022

## BEFORE/AFTER





## BEFORE/AFTER



## MAINTENANCE

### TRASH - BAGS COLLECTED

July	266
August	255
September	280
<b>3rd Quarter</b>	<b>801</b>

### TRASH - POUNDS

July	6,650
August	6,375
September	7,000
<b>3rd Quarter</b>	<b>20,025</b>

### BLOCK FACES - PAN & BROOM

July	501
August	581
September	533
<b>3rd Quarter</b>	<b>1,615</b>

### HOSPITALITY - DIRECTIONS

July	20
August	14
September	25
<b>3rd Quarter</b>	<b>59</b>

### GRAFFITI - REMOVES

July	178
August	157
September	199
<b>3rd Quarter</b>	<b>534</b>

### PLANT WATERING - WORK ORDERS

July	2,340
August	2,100
September	2,579
<b>3rd Quarter</b>	<b>7,019</b>

### PRESSURE WASHING - GALLONS USED

July	27
August	21
September	25
<b>3rd Quarter</b>	<b>73</b>

## LABOR HOURS

### CLEANING HOSPITALITY

July	120
August	96
September	104
<b>3rd Quarter</b>	<b>320</b>

### SAFETY HOSPITALITY

July	160
August	184
September	176
<b>3rd Quarter</b>	<b>520</b>