



January 31, 2018

Holly L. Wolcott  
City Clerk  
200 North Spring Street, Room 360  
Los Angeles, CA 90012

Dear City Clerk Holly L. Wolcott:

On behalf of the Hollywood Chamber of Commerce and our 850 members, I would like to request a contract extension with Urban Place Consulting for the Hollywood Western Business Improvement District (BID).

Since the expiration of their contract in May 2017, we have been in the petition phase and the consultant has provided us with requested petitions, an updated database of assessed properties, and tracked and calculated petitions collected. With over 40% of petitions collected, the consultant has demonstrated that they have taken the appropriate steps to ensure we gather 50% of petitions so that the entire BID formation process is completed in a timely manner to qualify the BID to take effect in 2019.

The Hollywood Chamber of Commerce is eager to complete the formation process of the Hollywood Western Business Improvement District and bring much needed revitalization to the area. We urge you to extend Urban Place Consulting's contract and help bring this BID to fruition.

If you have any questions about this request, please contact my staff member Jacob Jauregui at [jacob@hollywoodchamber.net](mailto:jacob@hollywoodchamber.net).

Best Regards,

Leron Gubler  
President & CEO

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