

MOTION TRANSPORTATION

Since the 1990s, Hollywood has experienced a renaissance. One of the leaders of this renewal has been Leron Gubler, President and CEO of the Hollywood Chamber of Commerce since 1992.

For more than a quarter century, Mr. Gubler's leadership has been on display in many ways. In the mid-1990s, under his direction, the Chamber began a media campaign to change negative perceptions of Hollywood, which helped spur investment and interest in the area. In 1995 and 1996, Mr. Gubler successfully advocated for the creation of the Hollywood Entertainment District Business Improvement District, the first of four BIDs to be created in Hollywood, which has helped bring a higher level of services to the community. Under Mr. Gubler's leadership, the Chamber has advocated on behalf of neighborhood-serving retail, arts and entertainment, walkability, public transit, and the enhancement and preservation of Hollywood's unique history.

Since 2007, Mr. Gubler has been well known as the emcee of Hollywood Walk of Fame ceremonies, having taken over the role following the passing of the late Johnny Grant, the honorary "Mayor of Hollywood." The Chamber also serves as the steward of the Hollywood Walk of Fame, one of the top tourist and cultural attractions in Los Angeles and around the world.

In addition to his advocacy on behalf of Hollywood, Mr. Gubler has established a reputation of giving back to the community in various ways, including his establishment of the Hollywood Chamber of Commerce Community Foundation; since its establishment in 1993, the Foundation has given more than \$900,000 back to the community and local non-profit organizations in the form of grants.

In recognition of Leron Gubler's many years of service to the Hollywood community and Los Angeles as a whole, it is appropriate that the City honor him by naming the intersection of Hollywood Boulevard and Sycamore Avenue as "Leron Gubler Square."

I THEREFORE MOVE that the intersection at Hollywood Boulevard and Sycamore Avenue be named as "Leron Gubler Square" and that the Department of Transportation be directed to erect permanent ceremonial sign(s) to this effect at this location.

PRESENTED BY:

  
MITCH O'FARRELL  
Councilmember, 13<sup>th</sup> District

SECONDED BY:



JAN 15 2019



ORIGINAL