



# ANNUAL REPORT FY15-16



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# DEDICATION



On behalf of the employees of Visit West Hollywood, we dedicate this annual report to the memory of our fearless leader, **Bradley Burlingame**, who passed away in December 2015. Brad spent the last 18 years of his life building Visit West Hollywood into the organization it is today, and in doing so he left an indelible mark on the city and on the people who worked with him. We are deeply grateful for the legacy he left us with. His passion for connecting people, his zest for life, and his determination to build the best destination management organization in the world are attributes that will forever live on in the DNA of Visit West Hollywood.

Sincerely,

The Team at Visit West Hollywood

# LETTER FROM THE BOARD CHAIR

## Letter from Greg Harless, Chairman of the Board of Directors

The 2015-16 fiscal year was a challenging one for the organization, punctuated by the loss of a great leader, Brad Burlingame, who passed away in December after an extended illness. The death of a leader is difficult for any organization, and never more so than with a leader like Brad whose dedication, passion and generosity of spirit were foundational components of the organization's success.

During the 18 years that Brad ran Visit West Hollywood, the economic impact of tourism in West Hollywood grew to more than \$900 million, a figure that represents more than \$25,000 in annual economic stimulus for every resident of the city. Beyond West Hollywood's borders, Brad was deeply committed to the California tourism industry and served in leadership roles on numerous boards and associations. In addition, his impact will continue to be felt by the dozens of students and young professionals he mentored during his career.

Brad's passing was a profound loss for the Visit West Hollywood organization, and prompted the Board of Directors to take a step back in order to determine a new path forward. In January 2016, the Board voted to retain the services of Rick Wright, founder of Wright Consultancy, on a contractual basis to serve as interim CEO and to reposition the organization for the future. Wright has extensive experience managing and restructuring companies large and small, and – with careful guidance and extensive dialogue with the Board of Directors – has successfully guided the organization through this transitional phase.

Some of the major changes that the Board decided to implement included:

- Flattened the structure of the organization to improve efficiency and accountability;
- Restructured Board of Directors to create Finance and Marketing committees that provide support and direction to staff;
- Streamlined the scope of work to focus on core competencies of marketing, business development, digital/social and communications; and
- Shuttered the film marketing function, which did not closely align with the organization's mission.

I am happy to report that despite the challenges the organization has faced, Visit West Hollywood has continued to deliver on our mission of promoting the city as the world's most vibrant urban destination. In 2015, West Hollywood's tourism economy continued to grow, reaching a record \$909 million in direct and indirect spending impact in the city. Total visitor volume grew 2.8%, per capita spending increased 3.2%, while total lodging and sales taxes to the city grew by 3.5% to \$24.7 million.

While these are all positive signs, with increasing competition and uncertain global economic conditions, the Board of Directors will remain actively engaged in its stewardship of Visit West Hollywood as a vital resource for the city's future growth. As of the start of the 2016/17 fiscal year, the Board is engaged in a rigorous search process for a new CEO. The new CEO will be critical to ensuring West Hollywood's continued economic success through tourism marketing.

Sincerely,

Greg Harless  
Principal, Skye Partners/The Lot  
Chairman of the Board, Visit West Hollywood

# TBID OVERVIEW

All lodging businesses located within the boundaries of the City of West Hollywood are subject to the Tourism Business Improvement District assessment. Under this business improvement district, a transit occupancy tax of fifteen and a half percent (15.5%) of the room rate for each visitor is levied on all hotels/motels. From this money, three percent (3%) of the room rate is dedicated to the support of Visit West Hollywood by the City of West Hollywood while twelve and a half percent (12.5%) is directed to the City's general fund.

The revenues received from the 3% assessment charge are used to:

- Promote the identity of West Hollywood as an urban cultural center;
- Develop and implement a destination marketing strategy targeting potential hotel guests;
- Develop and undertake an advertising and public relations program focusing on the business and leisure visitor and the travel trade.

## Frequency of Assessment

Lodging businesses in the City are required to pay the assessment in the month following collection of the assessment. Payment should be made at the same time as Transient Occupancy Tax (TOT) is paid to the City of West Hollywood.

## West Hollywood Hotels and Motels

Andaz West Hollywood  
Best Western Sunset Plaza  
Chamberlain West Hollywood  
The Charlie Hotel  
The Grafton on Sunset  
Le Montrose Suite Hotel  
Le Parc Suite Hotel  
The London West Hollywood  
Mondrian Los Angeles

Palihouse West Hollywood  
Petit Ermitage  
Ramada Plaza West Hollywood  
San Vicente Bungalows  
The Standard, Hollywood  
Sunset Marquis  
Sunset Tower Hotel  
Alta Cienega Motel  
Holloway Motel

# STRATEGIC PLAN UPDATE

Visit West Hollywood has completed the second year of its three-year Strategic Plan that was developed following formation of the Tourism Business Improvement District (TBID). The Strategic Plan development process was guided by Coraggio Group, a consulting firm with extensive experience working with destination marketing organizations. The plan was developed after a series of meetings and working sessions with Visit West Hollywood board members and staff, city staff, hotel managers and other city stakeholders.

3-Year Strategic Direction (FY2014/15 through FY2016/17)

All measures are based on a 2014 baseline.

## 1. GROW DEMAND FOR THE DESTINATION

### Measurable Objectives

- Increase occupancy in our identified need periods year-over-year
- Increase online referrals to our hotels from our booking engine year-over-year
- Achieve greater market balance within these segments: Leisure, LGBT Market, Incentive/Corporate, Film Marketing

### Key Actionable Initiatives

- Develop programs that bolster occupancy during 3-day holiday weekends and November/December
- Enhance SEM
- Increase investment to achieve desired market segmentation balance

### 2015-16 ACCOMPLISHMENTS

- Increased overall occupancy to 88.1%.
- Increased booking and accommodations referrals by 191%
- Launched consortia advertising with ABC, CWT, TravelPort/Galileo, Amadeus, Sabre and Virtuoso targeting 3-day holiday weekends and Nov-Dec need periods.
- Partnered with Universal Studios to enroll five West Hollywood hotels into their Preferred Hotel Program.
- Enhanced SEM through organic searches (up by 6%)

## 2. INCREASE DOMESTIC/INTERNATIONAL EFFICIENCY AND AWARENESS

### Measurable Objectives

- Increase earned PR value in both international and domestic markets year-over-year
- Increase website traffic year-over-year
- Increase online ad impressions year-over-year
- Increase social media fan base and engagement year-over-year

- Establish brand awareness program in identified emerging markets
- Increase inside California visitation

#### Key Actionable Initiatives

- Emphasize and expand our digital presence
- Develop top-notch organic and paid search capabilities
- Develop an emerging market program targeted at China, Brazil and Scandinavia
- Develop California-only plan

#### 2015-16 ACCOMPLISHMENTS

- Earned PR value of \$13 million
- Increased website traffic by 6% to over 937,036 visitors
- Raised page views 28%, to 2.67 million views
- Grew social media followers on all platforms 19%, to over 145,000

### **3. STRENGTHEN AND GROW OUR PARTNERSHIPS**

#### Measurable Objectives

- Measure and ensure all expectations are met based on agreements with all partners, including local organizations
- Increase partnership activity with Visit California, Brand USA and LATCB
- Establish 3 new corporate partnerships that are aligned with West Hollywood’s brand
- Increase visitation to partner sites year-over-year

#### Key Actionable Initiatives

- Encourage local BIDs to develop programs and events that support our mission
- Activate a year-round partnership and presence with local DMOs and state organizations
- Leverage corporate partnerships to maximize demand and brand credibility

#### 2015-16 ACCOMPLISHMENTS

- Enhanced affiliation with Visit California to expand international exposure in Brazil, Mexico, Australia, UK and Canada
- Partnered on media fairs with Huntington Beach, Newport Beach, Beverly Hills and Santa Monica

### **4. BE A LEADER IN DEVELOPING THE DESTINATION**

#### Measurable Objectives

- Engage in destination development through providing research support and participating in tourism-related City processes
- Fully implement the Ambassador Program, aimed at engaging and educating both the business community and our residents, by training 1,000 people



#### Key Actionable Initiatives

- Use our research to provide new business information to showcase West Hollywood's attributes
- Complete a Destination Development Plan in collaboration with key partners
- Design and implement Ambassador Program

#### 2015-16 ACCOMPLISHMENTS

- Conducted full visitors study to enhance future marketing plans
- Increased enrollment in "I Am West Hollywood" Ambassador Program to 130 new participants. 380 people have been trained and certified since the program's inception.

### **5. REINFORCE A CULTURE OF ACCOUNTABILITY AND INNOVATION**

#### Measurable Objectives

- Identify, implement and measure a minimum of one innovative new program in each department annually
- Fully implement stakeholder reporting process based on CRM data

#### Key Actionable Initiatives

- Develop our CRM system and processes to track our database and report accurate information
- Educate business investors on West Hollywood's assets
- Create appropriate internal rewards and recognition to foster innovation

#### 2015-16 ACCOMPLISHMENTS

- Launched new, fully responsive website
- Created GoWeHo advertising and social media campaign
- Organized successful Instagram takeovers by local influencers and tastemakers, resulting in increased cross promotion and followers
- Started process of detailed stakeholder reporting based on CRM
- Launched Simple View (CRM) and trained staff—streamlined reporting and enhanced data management

# BUDGET

## FY2015-16 Budget Recap

Revenue Source:	Budget:
Hotel Assessment	\$5,313,135
Programming Revenue	\$5,895
Total Income FY2015-16	\$5,319,030
Carryover from FY2014-15	\$641,741
Total Funds Available	\$5,960,771
Operating/Programming Projected Budget	\$5,385,500

## FY2015-16 Spend

Activity	Spend	% of Budget
<b>Marketing &amp; Business Development</b> (includes tradeshow, sales missions, sales gifts, special events, partnerships and sponsorships)	\$1,885,706	37.83%
<b>Digital Marketing &amp; Collateral</b> (includes website, online marketing, publication of travel guide, visitor maps, newsletters and other destination collateral materials)	\$923,042	18.51%
<b>Print Advertising</b> (includes development, placement and agency fees)	\$266,999	5.35%
<b>Media Relations</b> (includes public relations, familiarization tours and special events)	\$636,276	12.76%
<b>Programming Total</b>	\$3,712,023	74.45%
<b>Operations &amp; Tracking</b> (incl. insurance, rent, parking, equipment, maintenance, salaries, retirement plan and tracking systems)	\$1,273,659	25.55%
<b>Total Spend FY2015-16</b>	\$4,985,682	

As of June 30, 2016, West Hollywood Marketing Corp./Visit West Hollywood monies were as follows:

Active Bank Account	\$756,548
Money Market	\$558,386
Certificate of Deposit	\$8,000
Total	\$1,322,934

# HOTEL STATISTICS

Revenue Source	FY2014-15	FY2015-16	Year-Over-Year Change
Average Daily Rate	\$280.57	\$290.66	+3.6%
Occupancy	82.4%	88.1%	+6.9%

# RESEARCH

## Visitor Research Updates

The West Hollywood tourism market is strong and growing, according to the 2015 study results by Lauren Schlau Consulting, the firm retained by Visit West Hollywood to conduct a visitor profile and economic impact research study. Visitor volume and spending hit record levels, the lodging market is healthy and visitor-serving amenities are highly visited. Overall, West Hollywood visitor volume, spending, taxes and jobs supported continued to rise, reaching record levels.

Demand has been strong, but has been constrained by a lack of new lodging supply. **Hotels now under construction soon will enter the market but are expected to be absorbed quickly**, with continued unsatisfied demand, suggesting more hotel rooms still will be needed.

### Key finding of the 2015 study include:

Annual Total Visitor Volume	1.385 million	+2.8%
Annual Total Visitor Days	2.605	+2.1%
Per Capita Daily Spending	\$282.96	+3.2%
Total Direct Visitor Spending	\$737,212,000	+5.2%
Total Lodging & Sales Taxes to the City	\$24,660,900	+3.5%
Total Jobs Support by Tourism	5,529	+0.9%

# BUSINESS DEVELOPMENT

The Visit West Hollywood Business Development department, with the support of the hotels, embarked on ambitious programs this year designed to raise awareness and increase sales of the destination among professional travel buyers.

The Business Development department's outreach efforts included attending tradeshows, attending sales missions in key target markets and hosting familiarization trips for incoming travel trade professionals. These activities were focused on targeted geographic areas as well as segments including FIT, wholesale, leisure and corporate.

## Sales Missions

The Visit West Hollywood Business Development department participates in a variety of sales missions each fiscal year. The objective of the sales missions is to give specialized and focused trainings in key feeder and emerging markets. Each market affords Visit West Hollywood and our participating partner hotels an opportunity to meet with and educate top buyers for the West Hollywood market—from wholesalers and luxury travel advisors to event and incentive planners. A few key agencies, incentive houses, and wholesalers that we continue to meet with and educate are: ProTravel, Altour, Tzell, BCD, Infinity Holidays, Flight Centre, Qantas Holidays, and CIEvents.

**Sales missions were conducted in:** New York, London, Ireland, San Francisco, Brazil, Toronto, Australia, Vancouver, Mexico

**Tradeshows attended:** ABC UpClose San Francisco, ABC UpClose Vancouver, ABC UpClose New York, GBTA – Orlando, Virtuoso Travel Week – Las Vegas, IMEX - Las Vegas, Destination CA Showcase, Incentive Travel Exchange, HSMAI MEET National, American Express INTERaction, Go West Summit, California Cup, America's Cup, IPW, LE Miami

**Sales Fams:** Hosting qualified travel agents for trips ensures they have firsthand knowledge of West Hollywood's unique product and can effectively sell the destination. Sales fams (familiarization trips) were arranged for Qantas – Halloween FAM (Australia), Qantas – helloworld/travel managers Australia), LE Miami (Global), American Airlines – Top 10 FAM, Air New Zealand/The Appointment Group (UK based agents), ATPi Voyager (Australia), Delta/Carlson Wagonlit (Australia), Delta/American Express (Australia), DERtour Travel Academy, Show Group (Australia), Air New Zealand – Entertainment agents (UK), Visit CA – Global FAM

## Annual Buyer Events

### New York

Visit West Hollywood’s annual New York client event connects key travel buyers, providing West Hollywood hotel representatives with business development and networking opportunities. West Hollywood was well represented this year, with eight of our hotels participating: Chamberlain, Grafton on Sunset, The James West Hollywood, Le Montrose, Le Parc, Mondrian, Ramada Plaza West Hollywood, and Sunset Marquis. This year’s event was held at the Central Park Zoo on Tuesday, May 17th, and 175 agents were in attendance.

### Los Angeles

Our annual Los Angeles client event provides West Hollywood hotel representatives a chance to network with and thank local travel advisors who are responsible for booking clients into West Hollywood hotels. This event also gives our hotel partners an opportunity to mingle with a select group of LA-based media. This year, we had 160 media and agents in attendance. The event was held on the rooftop of E.P. & L.P.

### Sydney

Each year, during Visit West Hollywood’s sales and media mission to Australia, we organize and host a Sydney client event. The focus of this event is to give West Hollywood hotel partners an opportunity to network with Sydney’s top travel agencies, wholesalers and operators. This year, 125 travel agents gathered at O Bar to mingle with West Hollywood hotel partners. During the event, Visit West Hollywood held a contest to win two trips for one to West Hollywood.

## Annual Bookings:

Hotel Room Bookings	\$335,985.11
F&B Bookings	\$107,482.26
Total	\$443,467.37

# PRINT ADVERTISING

Visit West Hollywood's advertising strategy in the 2015-16 fiscal year involved purchasing fewer ads in higher-quality publications. Working with an advertising placement agency, the organization purchased regional buys in top-tier publications in our key target markets.

Allure

Bon Appetit

Conde Nast

Destination California

Dreamscapes

GQ

LGBT Guide of Travel and Tourism

Metrosource

Passport

The Daily Front Row

Vanity Fair

Vogue

# DIGITAL MARKETING

## Website & Digital Advertising Statistics:

- Visits to the site increased 6% to 937,063 compared to the previous fiscal year, 2014-2015.
- Unique visitors increased 6% to 769,935 year over year.
- Page views increased 28% to 2,666,921 over the last fiscal year.
- Pages viewed per session up 22% year over year.
- Organic search engine traffic increased 6% over the previous fiscal year, 2014-2015.
- Paid search traffic down 12% compared to the previous fiscal year as we increased budget towards display banner advertising.
- Display banner advertising traffic to the site up 81% to 124,367 visits over the previous fiscal year.
- Display banner advertising impressions up 110% to 52,309,974 impressions over the last fiscal year.
- Mobile traffic increased 19% year over year.
- Referrals to hotels increased 191% over the previous fiscal year.
- Bounce rate down from 56% to 36%. The performance on mobile devices is even more impressive at 29% bounce rate for mobile devices and 21% bounce rate on tablets.

## Social Media Following:

Facebook	143,509	+14.8%
Twitter	19,367	+15.8%
Instagram	9,651	+213.2%
Total	172,527	+19.2%

Visit West Hollywood continues to expand its social media presence by managing campaigns that increase overall reach and engagement. Visit West Hollywood's ongoing effort to partner with West Hollywood businesses and influencers has also made it possible to increase awareness of Visit West Hollywood on social media.



### **Monthly Giveaways:**

Visit West Hollywood holds monthly giveaways on its social media channels to support and generate buzz around new businesses and special events. This year, there were giveaways for Lucques' Ribfest, National Coffee Day, Hollywood Bowl Season Finale, dineL.A. Restaurant Week, Shake Shack's grand opening and Valentine's Day. These promotions increased followers, increased the use of our hashtags #goweho and #iloveweho, and increased use of @visitweho on Instagram photos.

### **Partnerships:**

Visit West Hollywood has been featured on the social media channels of LA Tourism (@discoverLA) reaching 297k followers and Visit California (@visitcalifornia) reaching 195k followers. LA Tourism highlighted West Hollywood in their LA neighborhood series where social influencer Jordan Brown (@jorda\_b) shared her favorites spots in West Hollywood. Visit California shares the latest West Hollywood and reposts relevant content to their fan base.

### **My WeHo Instagram Takeovers:**

Visit West Hollywood has partnered up with West Hollywood businesses to feature their fresh perspective on our Instagram channel. Local experts share their favorite places in West Hollywood and also have the opportunity to promote their business and upcoming events. This cross-promotion has resulted in an increase of followers for West Hollywood businesses and Visit West Hollywood.

# COMMUNICATIONS

The Visit West Hollywood Communications team garnered global media coverage through proactive pitching, media hosting, press release distribution and media networking in key cities worldwide. Stories about West Hollywood appeared in international and domestic newspapers, travel trade media, consumer magazines, online and on television and radio.

## FY2015-16 Media Relations Results

Circulation	91, 283,896 (up 9.6%)
Readership	295,673,017
Advertising Value	\$13,065,354

## The department retained the following external PR agencies:

Domestic	DKC and The Workshop Collective
Australia	Gate 7
UK	Black Diamond

## Media Outlets that covered West Hollywood included:

Conde Nast Traveller	Delta Sky	Virgin Australia Voyeur
Travel & Leisure	Harpers Bazaar	Qantas AWOL Blog
Los Angeles Times	Sunday Telegraph	Rolling Stone
OutThere	New York Times	Daily Mail
Travel Weekly	InStyle	Daily Front Row
Vogue		

## We conducted the following media outreach missions:

<b>New York</b>	Visit California media reception and individual media calls
<b>London</b>	Individual media calls organized by Black Diamond
<b>Australia</b>	Individual media calls organized by Gate 7
<b>Vancouver</b>	Visit California media mission
<b>Mexico</b>	Visit California media mission to Mexico City & Guadalajara
<b>Brazil</b>	Visit California media mission to Rio de Janeiro and Sao Paulo

## What the media said about West Hollywood:

- “It’s the lifestyle that makes WeHo such a drawcard for the 39,000 people that call it home. And also the reason they rarely leave its five square kilometer boundary.” – *Qantas AWOL blog*
- “It isn’t Hollywood, and it isn’t the city of Los Angeles. It’s 1.9 square miles of excitement and it has an essence that’s all its own.” – *FoxNews.com*
- “Although the grit and lawlessness are gone, the creative thinking and trendsetting styles linger on and WeHo remains the epicenter of cool.” – *Dreamscapes*
- “West Hollywood (sorry, #WeHo) has morphed into somewhere seriously slick.” – *Sunday Telegraph*
- “The rest, as they say, is history and now WeHo is synonymous with all things creative — from haute couture to street-wear boutiques and homeware stores, along with hip hotels and trendy dining options.” – *Virgin Voyeur*
- “Those glamour-seeking travelers wishing to experience the quintessential L.A. lifestyle will definitely find it in West Hollywood – it’s a virtual playground for the stars.” – *Lipstick Lifestyle*
- “At fewer than 2 square miles, West Hollywood, popularly known as WeHo, is the smallest of a triumvirate of cities that border Los Angeles – Santa Monica and Beverly Hills being the others – where the combination of affluence and tourism draws has ensured high occupancy rates that have in turn pushed room rates far above the region’s average.” – *Travel Weekly*
- “I’d recommend avoiding the traffic and maximising your time in West Hollywood. What follows below is a dummy’s guide (I’ve been twice) to @visitweho – If done with close friends and positive vibes, you’ll be well prepped for your onward adventures.” – *Pedestrian.tv*
- “West Hollywood — or ‘WeHo’ as it’s affectionately known — has long been recognised as LA’s hippest enclave, brimming with chic hotels, designer shopping, foodie hotspots, rooftop pools and vibrant nightlife. With an abundance of A-list celebrities choosing WeHo as the place to eat, sleep and party, it’s no surprise that leading Australian fashion designer Nikita Sernack drew inspiration from this for her latest Nookie swimwear collection, aptly named West Hollywood Forever.” – *News.com.au*
- “West Hollywood gives so much to those willing to look. Behind the glossy, uber-positive lifestyles and the rainbow-tinted gay aesthetic, a visitor can take a lot from this city and unlock the secrets specifically relevant to them – from the sophisticated, to the gritty, to the downright ridiculous. In my short time I experienced so much that was unexpected – yes, I stayed in fine hotels, tipped the go-go boys at the Abbey, ate at the best and most talked about places – but I also saw the Hills from a random viewpoint, came face to face with the ghost of Chaplin, browsed first-edition books and film scripts, drank Negronis in a 60s airport lounge-inspired bar, was the only person in a white t-shirt at a gay goth night and ate at a restaurant that was once home to a sex cult – all within two square miles of city.” – *Out There*

# AMBASSADOR PROGRAM

## **I Am West Hollywood**

To ensure that every visitor to West Hollywood has a great experience, Visit West Hollywood has launched 'I Am West Hollywood,' an interactive program that encourages and empowers West Hollywood businesses and their employees to become better informed about the city and all it has to offer.

Since its inception in late 2014, a total of 380 certified ambassadors have completed the program.

This 2.5-hour program consists of a guided driving tour around West Hollywood's neighborhoods and attractions, followed by a classroom session facilitated by a trained 'I Am West Hollywood' program leader. The classroom session covers West Hollywood's brand, local insights, tips on providing excellent guest service, LGBT diversity training, and much more. Participants will learn how their role in delivering optimal customer experiences is vital to the city's tourism industry and economic success.

Participants become "Official West Hollywood Ambassadors" and are armed with a database of facts, figures, and "Did You Know" anecdotes about West Hollywood for use in customer interaction.

Business owners and managers in West Hollywood and neighboring areas are invited to enroll their employees in the program. Workshops are offered quarterly and are free of charge to local businesses and residents. Find more information and enroll at [iamwesthollywood.com](http://iamwesthollywood.com).

# PARTNERSHIPS & SPONSORSHIPS

**West Hollywood Design District:** Visit West Hollywood administers the West Hollywood Design District BID through an agreement with the city. VWH provides monetary and in-kind support of the district as well as assistance with marketing and public relations efforts.

**West Hollywood Chamber of Commerce:** Visit West Hollywood's sponsorship with the West Hollywood Chamber of Commerce enables the Chamber to enhance its efforts to promote West Hollywood businesses. One key program the sponsorship supports is Eat/Shop/Play, a digital platform that promotes local businesses to area residents with special offers and discounts. During the fiscal year, Visit West Hollywood was awarded with the Chamber's Creative Communications Award during its 31st Annual Creative City Awards Ceremony. The two organizations meet regularly and work closely together to align their programming and outreach efforts to ensure a healthy business climate in the city, and to promote local businesses to visitors and residents. Visit West Hollywood's sponsorship package includes banner ads on the Chamber website, as well as advertising and editorial in its print and email newsletters.

**LA Tourism:** Visit West Hollywood is a member of LA Tourism and participates in various partnership opportunities, including co-hosting sales and media fairs, and premium positioning on the Discover Los Angeles web site. This fiscal year, LA Tourism and Visit West Hollywood initiated talks to coordinate efforts to enter the China market.

**Visit California:** Visit West Hollywood is a member of Visit California and participates in many of its sales and media missions and events in key markets throughout the year. VWH and VC also frequently co-host media and sales fairs. VWH places advertising in California official visitor's guides.

**Sunset Strip BID:** Visit West Hollywood supported the SSBA financially as well as providing marketing and public relations support for the BID

**LA Pride:** Visit West Hollywood supported the Christopher Street West Association Inc., the 501(c)3 organization that produces the annual LA Pride Festival, through a financial sponsorship. VWH provided in-kind support through its marketing, communication, and digital departments, in addition to participating in the parade.

**WeHo Sports Festival:** Visit West Hollywood was a principal sponsor of the WeHo Sports Festival, receiving naming rights to the kickoff party in West Hollywood in addition to offline and online marketing promotions. Visit West Hollywood helped facilitate hotel room blocks with member hotels.

**West Hollywood AIDS Monument:** Visit West Hollywood committed to a \$250,000 sponsorship over five years for The AIDS Monument, a lasting physical and interactive tribute to the HIV/AIDS epidemic to be built in the heart of the West Hollywood Park.

# BOARD OF DIRECTORS

(as of June 30, 2016)

Greg Harless, Skye Partners/The Lot  
CHAIR

Jamie Adler, Phyllis Morris  
VICE CHAIR

Norbert Relecker, Mondrian Los Angeles  
SECRETARY

Ira Kleinrock, Le Parc Suites  
TREASURER

Chris Bonbright, Avison Young  
PAST CHAIR

## DIRECTORS

Mylena Christina, Sotheby's International Realty

Jack Gonzalez, Retired

Rod Gruendyke, Sunset Marquis

Jason Illouljian, Faring Capital

Bill Karpiak, Ramada Plaza West Hollywood

Ira Kleinrock, Le Parc Suites

Mark Lehman, Esq.

Danny Roman, Bikes & Hikes

## HONORARY MEMBERS

Paul Arevalo, City of West Hollywood

Maribel Louie, City of West Hollywood

Genevieve Morrill, West Hollywood Chamber of Commerce

# STAFF

(as of June 30, 2016)

Vicki Heitland  
VICE PRESIDENT OF ADMINISTRATION

Jaimie Du Bois  
DIRECTOR OF BUSINESS DEVELOPMENT

Andy Keown  
DIRECTOR OF COMMUNICATIONS

Erin Pedraja  
DIRECTOR OF DIGITAL MARKETING

Erin Hennessey  
DIGITAL MARKETING MANAGER

Maribel Munoz  
OFFICE MANAGER / FINANCE

Julissa Rodriguez  
SOCIAL MEDIA MANAGER

Anne Van Gorp  
COMMUNICATIONS MANAGER

Diana Pacheco  
ADMINISTRATIVE ASSISTANT

Ryan Farber  
EXECUTIVE DIRECTOR, WEST HOLLYWOOD DESIGN DISTRICT