



THE
SUNSET

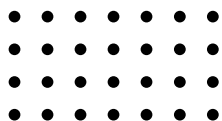
STRIP

July 1, 2024 -
June 30, 2025

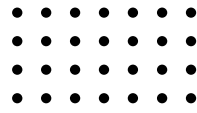
Annual Report

More than a destination,
The Sunset Strip is a community!

Prepared By
WHCC BID Management Team
of The Sunset Strip BID
April 2025



2024-2025



Program of Work

Led by Greg Stuart of Harmony Solutions International, The Sunset Strip Board of Directors dedicated their April 17, 2023, meeting to strategic planning. After a thorough SWOT analysis of their **2025 Vision**, originally set on March 15, 2021, the Board reassessed and realigned their goals to better fit a rapidly changing landscape.

Fiscal Year 2024-2025 Program of Work for The Sunset Strip BID was a work in progress at the time last year's annual report was compiled. The POW below is what the Board chose to focus on and their progress to date..

- City installed a new welcome sign at The Strip's west end → ✓ 1. Reimagine gateway signage & streetscape
- Continue to work with our partners in Economic Dev. → ✓ 2. Improve the BID's/business's relationship with the City of West Hollywood
- The Haunted Transfer Trolley was a big success! Bar Crawls continue to build awareness → ✓ 3. Develop a weeklong/signature event
- The BID is still contemplating the three bids → ✓ 4. Build international brand awareness
- Still working with the Sheriff's Dept to schedule → ✓ 5. Research whether reassessing and/or expanding the BID is viable
- To find the best way, the BID is trying a variety of programs to encourage locals out onto The Strip → ✓ 6. A safe Sunset Strip/city
- ✓ 7. Create a locals program to entice residents out onto The Strip

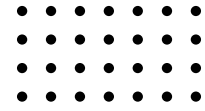


The POW was derived from the Board's strategic planning retreat 2025 Vision held on April 17, 2023.



Marketing The Strip

GOALS & DIRECTIVES



Social Media Management by **Canyon Country LA**, a Los Angeles based content and brand building agency. <http://canyoncountryla.com/>

- Increase Followers & Retain Followers
- Focus on West Hollywood / Sunset Strip community
- Be an educational resource
- Create highly recognizable posts that people will remember
- Increase the amount of carousel posts + reels
- Highlight events going on at local businesses on the Strip
- Highlight local business events on The Strip.
- Brainstorm new engaging content/collaborations
- Highlight nostalgic content from the Sunset Strip

Event Support and Marketing by **JJLA**, a Los Angeles based creative live and virtual entertainment firm. jj-la.com

- Event Production & Logistics
- Business & Community Engagement
- Marketing & Promotions Support
- On-Site Management & Execution
- Post-Event Reporting & Analysis
- Brainstorm with the SSBID Board new engaging content/collaborations

PR & Marketing by **Lucky Break PR**, a globally recognized public relations, strategic marketing, and digital media firm headquartered in Los Angeles. luckybreakpr.com

- Media Relations
- Partnerships + Connections
- Client Communications & PR
- Event Support
- Strategically Planned Activations & Campaigns
- Tracking & Reporting



canyon country la



Website & Social Media

JULY 1, 2024 - APRIL 1, 2025

Google Analytics: thesunsetstrip.com

The top 3 growing and performing pages are consistently: **The Body Shop**, **thesunsetstrip.com**, and **BOA Steakhouse**.

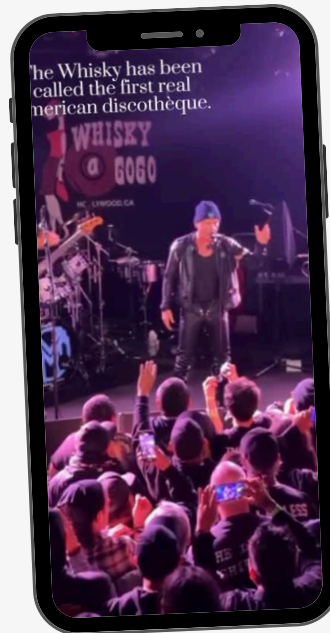
- July '24: **843** Clicks; **47.2K** Impressions
- August '24: **590K** Clicks; **30.4K** Impressions
- September '24: **628** Clicks; **30.5K** Impressions
- October '24: **703** Clicks; **34.9K** Impressions
- November '24: **319** Clicks; **33K** Impressions
- December '24: **280** Clicks; **27.1K** Impressions
- January '25: **239** Clicks; **42K** Impressions
- February '25: **1.37K** Clicks; **108K** Impressions
- March '25: **1.38K** Clicks; **95.1K** Impressions



FACEBOOK	INSTAGRAM	TIKTOK
Current Audience: 55,387	Current Audience: 55,924	Current Audience: 24,459
Total IMP.: 1,743,635	Total IMP.: 5,188,475	Total Likes: 42,007
Total Reach: 866,977	Total Reach: 3,681,840	Total Video Views: 621,908
	New Followers: +9,351	New Followers: +15,473
	Total Profile Views: 99,347	Total Profile Views: 8,204
	Total Reel Plays: 2,044,478	Total Comments: 1,806



Top Performing IG Reel



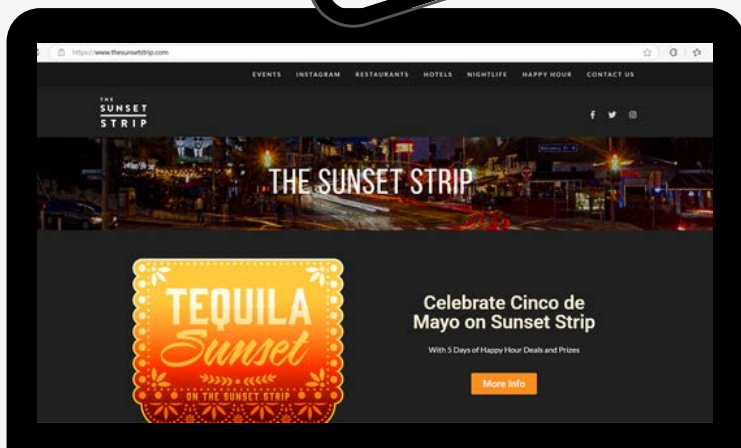
5 Facts About Whisky a Go Go
119,742 Total Views
115,878 Total Reached
447 Likes



Top Performing TikTok Post



75,460 Total Views
4,141 Likes
7 Comments
677 Shares
84 Saves



Top Performing Posts, Reels, & TikToks



TOP PERFORMING IG POSTS



174,026 TOTAL REACH
176,304 TOTAL IMPRESSIONS
69 LIKES
4 COMMENTS
5 SAVES



144,286 TOTAL REACH
149,115 TOTAL IMPRESSIONS
338 LIKES
17 COMMENTS
8 SAVES



143,582 TOTAL REACH
162,791 TOTAL IMPRESSIONS
118 LIKES
17 COMMENTS
2 SAVES

THE SUNSET STRIP

VIDEO VIEWS — the total number of times all of your videos have been seen.

PROFILE VIEWS — the number of times your profile was viewed.

LIKES — the number of unique accounts that have favorited your videos.

COMMENTS — the number of comments left on your posts.

TOP PERFORMING IG REELS



119,742 TOTAL VIEWS
115,878 TOTAL REACH
447 LIKES



116,201 TOTAL VIEWS
111,850 TOTAL REACH
81 LIKES



112,900 TOTAL VIEWS
109,755 TOTAL REACH
60 LIKES

THE SUNSET STRIP

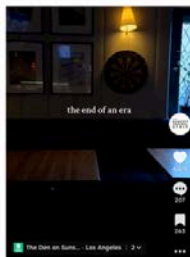
VIDEO VIEWS — the total number of times all of your videos have been seen.

PROFILE VIEWS — the number of times your profile was viewed.

LIKES — the number of unique accounts that have favorited your videos.

COMMENTS — the number of comments left on your posts.

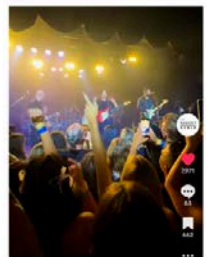
TOP PERFORMING TIKTOK POSTS



77,619 TOTAL VIEWS
4,276 LIKES
207 COMMENTS
996 SHARES
263 SAVES



75,460 TOTAL VIEWS
4,141 LIKES
7 COMMENTS
677 SHARES
84 SAVES



36,117 TOTAL VIEWS
7,971 LIKES
83 COMMENTS
459 SHARES
662 SAVES

THE SUNSET STRIP

VIDEO VIEWS — the total number of times all of your videos have been seen.

PROFILE VIEWS — the number of times your profile was viewed.

LIKES — the number of unique accounts that have favorited your videos.

COMMENTS — the number of comments left on your posts.

Influencer Program

The purpose of the Influencer Program is to message and build greater awareness of Sunset hotels, shopping, restaurants, and bars. Communications are focused on preparing the visitor for what to expect and the safety protocols businesses are following.

canyon country la

INFLUENCER ACTIVITY '24-'25

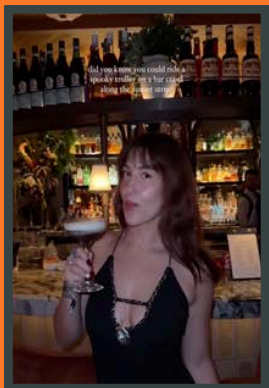
Total Reach: 10,185,870
Total # Activations: 80
Total # Influencers Hosted: 57
Total # Businesses Featured: 45
Total # Posts: 269

INFLUENCER ACTIVITY '23-'24

Total Reach: 7,660,700
Total # Activations: 73
Total # Influencers Hosted: 88
Total # Businesses Featured: 82
Total # Posts: 339

TOP INFLUENCERS FEATURED

1. Ja'Na Craig - 1.7M
2. Tati McQuay - 1.6M
3. Lars Gummer - 663K
4. Fernanda Romero - 390K
5. Galina Antonova - 352K



@tori.nucci (18.2K)

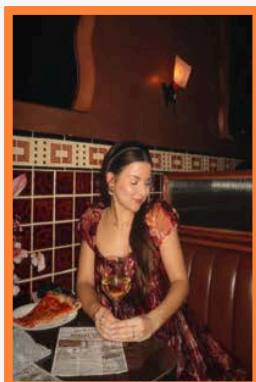
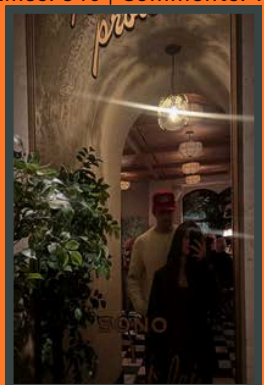
X

Afterlife Transfer Trolley
Likes: 685 | Comments: 29

@alexdelena (79.2K)

X

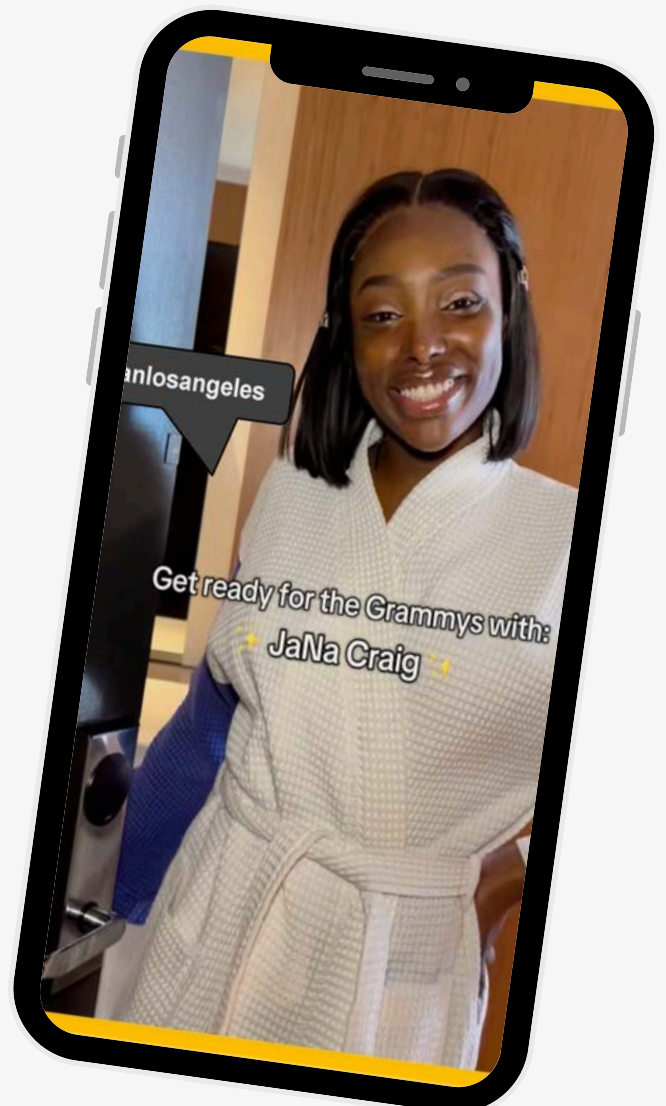
LAVO Los Angeles
Likes: 346 | Comments: 15



@camila.vilas (37.4K)

X

Prince Street Pizza + Bar Next Door
Likes: 546 | Comments: 38



Influencer list featured is not the full scope of influencers hosted during this time frame. This is a small sample of CCLA's top influencers.

Influencer Program

Top Performing TikTok Influencer Tags

@cydsimone (113.9K)

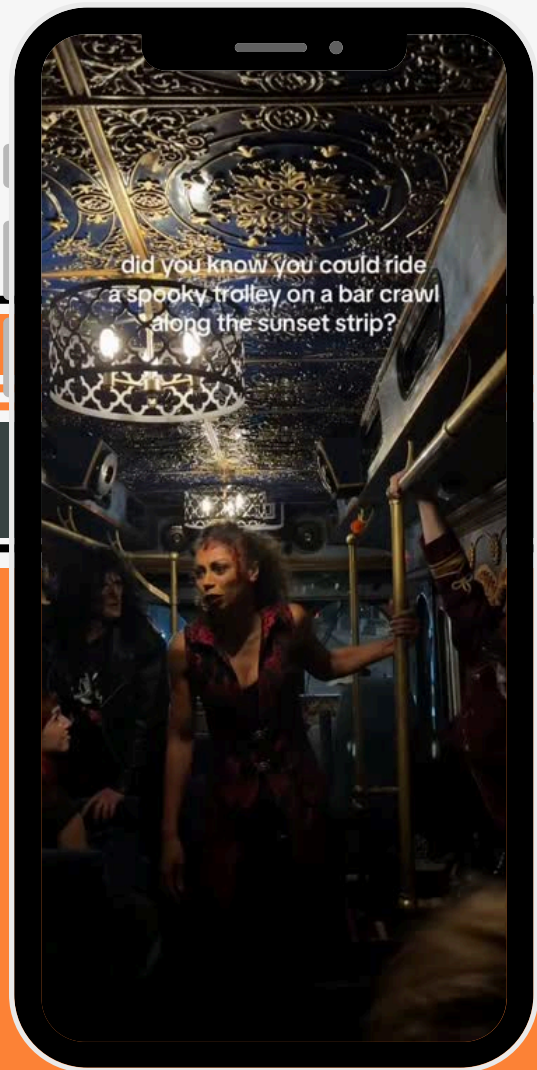
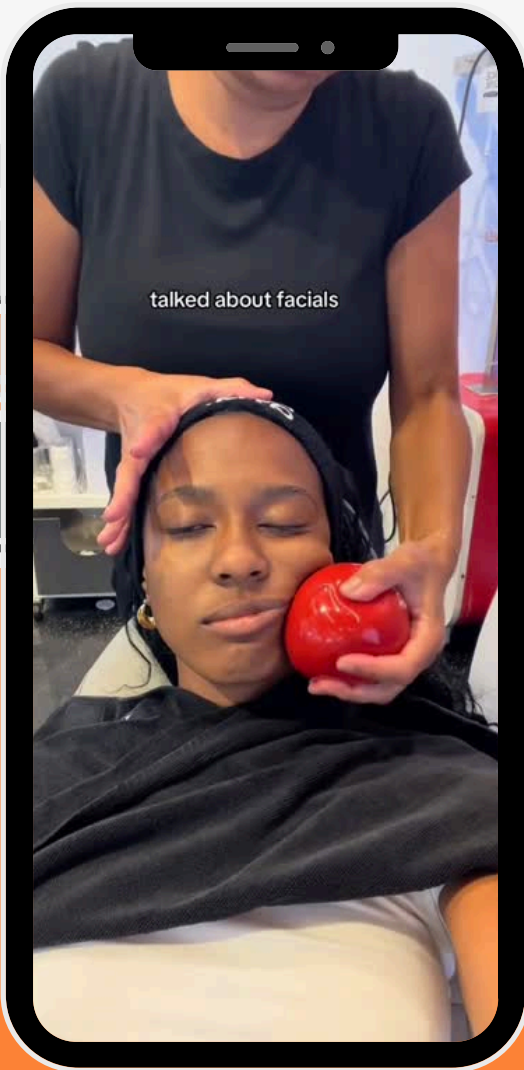
X

FaceGym + The Butcher, The Baker,
The Cappuccino Maker
Likes: 468 | Comments: 16
Shares: 10 | Saves: 51

@thingstodola (4.3K)

X

Afterlife Transit Trolley
Likes: 285 | Comments: 2
Shares: 86 | Saves: 76

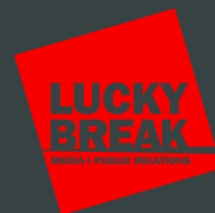




Q1 & Q2

Lucky Break PR garnered a total of 69 pieces of coverage over the past 6 months in top-tier media outlets such as The Hollywood Reporter, U.S. News, The Telegraph, LA Magazine, and more, with a total reach of 11.8 billion, equating to over \$11 million in ad value equivalency.

Marketing & Public Relations



July 1 - December 31, 2024



26+ BID businesses received coverage through Lucky Break PR's outreach efforts



Lucky Break PR built out a contact list for businesses along The Sunset Strip to foster cohesive communication, reaching over 45 businesses and property contacts so far.

The regular communication between LBPR and the property teams allowed the businesses to regularly share their latest happenings, enabled LBPR to regularly communicate coverage/media opportunities, and provided intel to share with the Chamber team for newsletters and holiday guides.

Lucky Break PR was additionally able to begin business EPKs (electronic press kits), which includes all press releases, imagery, and other activations that businesses share with the team. Lucky Break PR keeps these EPKs on file to better promote The Sunset Strip.



July 1 - December 31, 2024



Press Coverage

ALL PRESS COVERAGE HERE



Media Hosted

Lucky Break PR hosted various key media at restaurants and businesses along The Sunset Strip to spread visibility, including but not limited to Ardor, Bar Next Door, Casa Madera, Cavatina, The Den, Katana, LAVO, Sushi Park, Sunset Tower Hotel, and more.



Angeleno
Hannah George



E! News
Jennifer Lavin



Eater LA
Cathy Chaplin



Freelance (Arrived LA, Business Insider, PureWow)
Leila Najafi



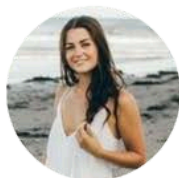
LA Magazine
Joe Siyam



Life & Style
Lindsay Hoffman



Los Angeles Times
Tiffany Tse



Observer, Thrillist, etc.
Allie Lebos



Robb Report, LA Magazine, NY Post
Linda Laban



Uncover LA
Autumn Simon



July 1 - December 31, 2024

July 1 - December 31, 2024




Press Coverage

Highlights


OBSERVER

An Elevated Guide to L.A.'s Iconic Sunset Strip



The Telegraph

How California's city within a city transformed global culture



L.A. BUSINESS FIRST

5 venues and retailers opening along West Hollywood's Sunset Strip



UNCOVER LA

'Tis the Season: Our Guide to the Best Holiday Happenings in L.A. for 2024

Jingle Bell Roxy Benefit Series (WeHo): Celebrate the Season with the Jingle Bell Roxy Benefit Series. Enjoy 12 Days of intimate performances supporting the Union Rescue Mission. See the full lineup here.

When: Now through Sunday, Dec. 22

Where: [The Roxy](#), 9009 Sunset Blvd., WeHo, 90069

Celebrate Christmas Eve at LAVO (WeHo): Enjoy a festive dinner party at LAVO, featuring Italian classics and seasonal specials. This coastal Italian restaurant offers an elevated dining experience with both indoor and outdoor seating, including a spacious sun-drenched dining room with a retractable roof and operable windows. With luxurious Italian furnishings and an al fresco dining atmosphere, LAVO is the perfect spot for a memorable Christmas Eve dinner.

When: Tuesday, Dec. 24 from 4 p.m. to 10 p.m.

Where: [LAVO](#), 9201 Sunset Blvd., WeHo, 90069

EATER LOS ANGELES

4 Restaurants to Try This Weekend in Los Angeles: September 13

For highly creative cocktails at a new school bar: Bar Next Door




For highly creative cocktails at a new school bar: Bar Next Door. Photo: @barnextdoor

The Sunset Strip can be an intimidating neighborhood to visit. Parking is challenging (just take a cab), and the streets can easily get packed by crowds pouring out of Longtime spots like the Whiskey a Go Go, the Rainbow Room, and the Key Club. Instead, head slightly west of the hunk to find the incredibly charming Bar Next Door. This drinking den makes for the perfect place to settle into a seat and order one of Riverside's most fun women Bryan Smith's thoughtful cocktails while listening to the mid-to-real high-fidelity system. Classic drinks are available, of course, but Smith took time to pay homage to the Strip's history with names like the Rory, the Standard, and the refreshing Hunter Hollywood with Don Julio 70, Coronado Tequila, Solis Elysee Liqueur, Havana Lager, sparkling wine, lemon, and fresh yuzu. On any given night, the bartenders get busy preparing intricate drinks with care. The cocktails served here took years of experience and dedication to craft — it's apparent in the first sip. 9159 Sunset Boulevard, West Hollywood, CA, 90069 — *Mina Habibi, reporter*

HAUTE LIVING

The Hautest Hotels In LA By Neighborhood

WEST HOLLYWOOD
IHOTEL WEST HOLLYWOOD
THE LONDON WEST HOLLYWOOD



OBSERVER

The Best Restaurants for a Burger and Martini in L.A.

The Tower Bar



Located within the historic and timeless Sunset Tower Hotel, The Tower Bar is the ultimate place for a mouthwatering martini and burger on the Sunset Strip. Don't be surprised if you see your favorite A-list celeb in a dimly lit, and breezy bar that's one of the hottest places to be seen in town, you can also grab one of the signature sides by the kitchen. Admire the vintage photographs that line each wall as you sit on the perfect daily martini paired with the signature Tower Bar Burger. Artisanal salads and earthy flavors while caramelized onions provide a lot of sweetness. Freshly, complete your spread with a side of crisp, fluffy fries.

MODE & LUXURY

Angeleno

17 Essential Espresso Martinis In Los Angeles

Bar Next Door

If your night out in West Hollywood looks more like reveling over craft cocktails than partying at clubs, head to Bar Next Door. The ambiance is vibrant, the cocktails are stellar and you can't go wrong with its espresso martini. Giving you the chance to opt for bourbon, rye, tequila or rum, the cocktail shines with espresso, coffee liqueur and vodka.

Los Angeles Times

20 L.A. restaurants offering dine-in and takeout on Christmas Eve and Christmas Day



(Andrea D'Agosto)

Cavatina



July 1 - December 31, 2024



Afterlife Transfer Trolley

An Immersive Halloween Experience



The Sunset Strip's Afterlife Transfer Trolley was a free, immersive Halloween experience that ran on October 26, 27, 31, and November 1-2, offering a spooky, hop-on, hop-off ride along Sunset Boulevard in West Hollywood.



The trolley was created to bring more foot traffic to The Sunset Strip surrounding Halloween and to highlight businesses along the 1.5 mile stretch. This event, produced by JJLA, was part of the city's annual Halloween festivities and Carnival on October 31.

31

Pieces of Coverage

BY

7.8B

Impressions

THE

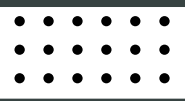
\$7M

Total Ad Value

NO.

150k

Broadcast Viewership





Press Coverage Highlights



Where to Find Spooky, Scary and Hellish Halloween Attractions in Los Angeles (Before it's Too Late)

From kid-friendly hayrides to truly terrifying haunted houses, Hollywood is going all out on terror this Halloween season. Here are the city's top attractions, haunted houses and more on our list.

BY DANIEL SHERMAN | OCTOBER 23, 2024 9:00 AM

Billed as a "free and immersive hop-on, hop-off haunted experience" that takes riders up and down the iconic Sunset Strip, "A scary good time awaits" for those interested parties for trips scheduled for Oct. 26, 27, 31 and Nov. 1-2. Throughout the trolley's journey, bars, restaurants and hotels along The Strip will be serving up Halloween-inspired food, drinks and special events. Also spooky: Guests can snap a pic with two unfortunate riders who never made it off of the hearse. Character actors in full costumes will tell a variety of spooky stories meant to delight on the drive. For a full schedule, click [here](#).

This story appeared in the Oct. 23 issue of *The Hollywood Reporter* magazine. [Click here to subscribe.](#)



9 Fun and Cheap Fall Activities to Try This Year

From hosting a scary movie night to making your own pumpkin spice drinks, there are plenty of things to do that won't break the bank.

6. Explore Community Events

Your community's public parks and recreation department may be hosting a variety of fall-based activities, such as haunted houses, that you can attend at no or a very low cost. Check out what is available on the website.

Another great idea for fall events that won't cost you anything is to pursue what's being offered by your public library. From fall-themed storytime to autumn decor workshops, libraries engage communities with a variety of free and inexpensive seasonal activities.

There may be some businesses in your area that are offering free events as well. For example, The Sunset Strip in Los Angeles is offering an immersive Halloween experience: The Afterlife Transfer Trolley, a free hop-on-hop-off experience. Search news and social media platforms to find out what's going on in your community.



L.A. Weekend Guide: David Gilmour, ELO, L.A. Opera's 'Dracula,' Afterlife Trolley on The Strip

Plus, Boulet Brothers Halloween Ball, a free family science-art event at the Getty and Hotel Figueroa gets out the vote

Afterlife Trolley on the Sunset Strip - Oct. 26-27

This free and immersive Halloween-time trolley operates as a haunted hearse to 12 different strips along the strip this weekend and through Halloween night, where you'll be greeted by ghosts sharing stories and more. Character actors in full costumes, special treats and photo ops to entertain fill the journey between and businesses which offer Halloween-inspired food and beverages.




Los Angeles WEEKEND ROUNDUP

OCTOBER 26-27



The Afterlife Transfer Trolley

Oct. 26-27, Oct. 31. This Halloween season, the Sunset Strip Business Improvement District, in partnership with the City of West Hollywood, introduces the Afterlife Transfer Trolley. Launching this weekend, the haunted hearse-inspired trolley will stop at 12 locations along Sunset Boulevard, where riders will be greeted by the spirits of the Sunset Strip among their own kind. Snap photos with ghostly riders and enjoy spooky stories from character actors in costume, with treats provided along the way. Starts this Saturday 8:11 p.m. For specific locations visit www.sunsetstrip.com.



Tricks, Treats, and Thrills: Our Ultimate Guide to Halloween Events in L.A.

The Afterlife Transfer Trolley (Sunset): Get ready for a spooky adventure on Sunset Boulevard with the launch of The Sunset Strip's Afterlife Transfer Trolley, a free Halloween-themed hop-on, hop-off trolley running on October 26, 27, 31, and November 1. Presented by the Sunset Strip Business Improvement District in partnership with the City of West Hollywood, this immersive experience features character actors, ghostly tales, and treats along the way. Guests can enjoy stops at bars, restaurants, and hotels offering special Halloween-themed food, drinks, and events.

When: Oct. 26, 27, 31 and Nov. 1 and 2
Where: Multiple Locations
Tickets: Free



The Best Halloween Events in Los Angeles

The Sunset Strip's Afterlife Transfer Trolley

Make your trip to the afterlife a thrilling time during this interactive hop-on-hop-off trolley ride down the Sunset Strip, featuring 12 stops introducing ghosts with frightening stories. Grab a picture with the ghosts before heading into the next bone-chilling business or Halloween event in West Hollywood. Oct. 26, 27, 31 and Nov. 1, Sunset Blvd., West Hollywood

Online [Here](#)

Broadcast Segment [Here](#)




KTLA 5 WEEKEND MORNING NEWS

Sunset Strip launches Afterlife Haunted Trolley in WeHo

by: Ashlee Resan
Premiere: 8:00 PM, 10/27, 11/27 AM PST
Updated: Oct 26, 2024, 12:41 PM PST

The Sunset Strip brings Halloween nightlife to your door with the Afterlife Transfer Trolley, a free and immersive Halloween-time trolley operating on October 26, 27, 31, and November 1, 2. The traveling trolley is brought to life by the Sunset Strip Business Improvement District (BID) in partnership with the City of West Hollywood. The KTLA team got a preview of the Afterlife trolley live on the KTLA studio lot with Sunset Strip BID manager Genevieve Morill and three gussied-up ghosts. Details can be found at [thesunsetstrip.com/hauntedtrolley](https://www.sunsetstrip.com/hauntedtrolley).



BE A BUZZ FORECASTS 3AM 62° [ktla.com](https://www.ktla.com) Los Angeles 12PM 75° [ktla.com](https://www.ktla.com) Los Angeles 61° 8:34A

THE AFTERLIFE TRANSFER TROLLEY IN WEHO

5 WEEKEND MORNINGS

KTLA 5

Broadcast Viewership: 148,938
Local Publicity Value: \$18,143.70

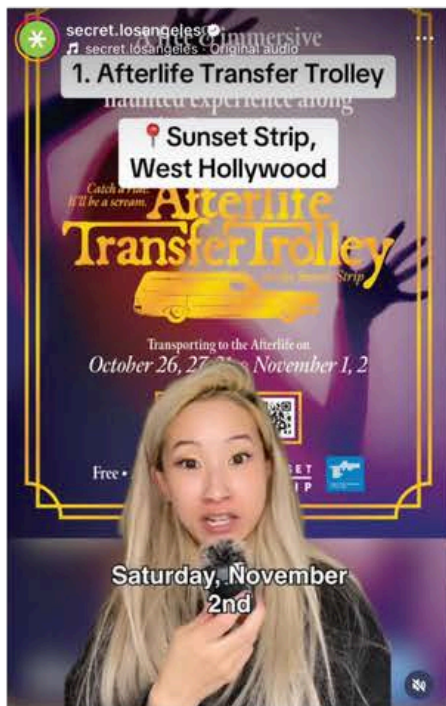


An Immersive Halloween Experience Afterlife Transfer Trolley

July 1 - December 31, 2024



Social Media Coverage Highlights



TOP Right:

@secret.losangeles
stories: [HERE](#)
Followers: 1.1M

BOTTOM LEFT:

@uncoverlosangeles
Story: [HERE](#)
Followers: 5K



An Immersive Halloween Experience
Afterlife Transfer Trolley

July 1 - December 31, 2024

July 1, 2024 - March 18, 2025



PR Coverage to Date

FY 2024-2025

Press Coverage

- Total pieces of coverage to date: **88**
- Total Reach: **15,413,267,321**
- Total Ad Value Equivalency: **\$14,257,272.27**

Photoshoots

- Set up and managed a photoshoot to obtain new/updated Sunset Strip Imagery

Hosted Media

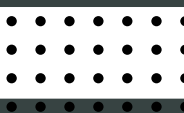
- LBPR hosted a total of **20** media across businesses on The Sunset Strip from outlets such as Angeleno, PureWow, LA Times, Robb Report, Observer, Life & Style, The Quality Edit, Forbes, and more

Formal Press Releases

- Summer on Sunset: [HERE](#)
- Haunted Trolley: [HERE](#)

Activations

- Afterlife Transfer Trolley



March 19 - June 30, 2025



Projected PR Coverage

FY 2024-2025

Activations



- **Tequila Sunset - A Long Weekend Cinco de Mayo Celebration**
A tequila tasting that takes revelers on a journey of unique flavors across the Strip. Activated between May 1st and May 5th, this week of promoted festivities will draw crowds, create unforgettable moments, and keep the Cinco De Mayo celebration going.



Throughout the week, guests will be able to visit different venues to taste new tequila cocktails and be entertained by mariachi bands and live DJ's, which will help to accentuate a different business each day.



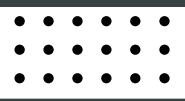
A custom guide that will help guests navigate through each establishment involved, maximizing the BID's marketing efforts.

When: Thursday, May 1st - Monday May 5th

Business Engagement: Sunset Strip Businesses are encouraged to participate in order to drive crowds to the Strip. Hosting Cinco de Mayo-focused events throughout the weekend will keep customers coming back. Whether it's tequila specials, a latin-influenced performance, or a reimagining of menu items, businesses can really lean into the Cinco De Mayo celebration on Sunset Blvd.



All submissions for the Tequila Sunset event are due on April 11th. All business participation will be highlighted using digital assets, physical assets, and local marketing.



March 19 - June 30, 2025



Projected PR Coverage

FY 2024-2025



Tequila Sunset Crawl Programming

- **Tequila Specials:** Businesses are encouraged to create their own tequila-based specials in theme with the programming
- **Mariachi Band:** A Mariachi band will activate at different participating venues on select nights
- **Salsa Dancing:** Salsa Dancers will be activated in different participating businesses select nights
- **Live DJs:** Live DJs will be activated in different participating businesses select nights
- **Business Integration:** JJLA to provide businesses with digital and print assets, along with a business guide showing all the activities on The Strip

Ongoing Pitch Efforts

- Topics include but are not limited to
 - Holiday events/programming
 - New & Notable events
 - Best Brunches, Dinners, Happy Hours, etc.
 - History of The Sunset Strip
 - The Ultimate Guide to The Sunset Strip
 - Tequila Sunset Initiative

Scouting for Reality TV Opportunities on The Strip

- **Selling Sunset -** Coordinated a recording for an episode of Selling Sunset at Casa Madera

Upcoming Events

Spinning Sunset Vinyl Wax Fair

The Record Fair: We're turning two ordinary parking lots into dynamic experiences—blending community, culture, and commerce. This fair will feature a daytime vinyl and music memorabilia market, showcasing indie record sellers, vintage clothing vendors, and exclusive band merch.

A curated DJ lineup will set the vibe, while strategic programming will drive traffic to participating establishments, creating a seamless connection between the event and the surrounding businesses.

Saturday, June 14th, from 1pm-7pm



Programming

- Live Vinyl DJ Spinning vinyl records all day long genre specific to each activation
- Vinyl selling booths for many vendors from vintage to current will attract music lovers city wide
- Guests can purchase merchandise from music memorabilia and vinyl to band tees all in one place
- Sunset Strip businesses are encouraged to host their own vinyl themed activations/events in tandem with the tentpole events. Those interested can submit a form to be included on the map.
- JJLA to provide businesses with digital and print assets, along with a business guide showing all the activities on The Strip



Location Ideation

Supreme Parking Lot: Punk & Rock

The West lot will be near iconic punk and rock hangouts like Whiskey a Go Go, Rainbow Bar, and the Roxy

Carney's Restaurant Lot: Pop & Disco

The East lot will be near popular locations like Chateau Marmont, The Den, and the Naughty Pig

e-Marketing

The Sunset Strip monthly e-newsletter contains important news and District business highlights to make sure our audience is always up-to-date and engaged. We continue to innovate the design and content to highlight the various sections and businesses within The Sunset Strip corridor.

SSBID is in need of an upgraded and redesigned website, at which time the newsletter would also be overhauled fueled with the knowledge from our format testing. The BID Management Team is working with The Sunset Strip's PR/Marketing and Social Media teams to maximize and ensure value to Members and a ROI on their promotions.

On average, from July 2024 through April 2025, the newsletter was sent to:

- **Contacts: 10,425**
- **Open Rate: 55.8%**
- **Click Rate: 0.9%**
- **Sunset Strip Businesses Featured: 12**
- **Announcements/Meetings/Programs Featured: 2**

THE SUNSET STRIP

Enjoy FREE Parking on WeHappy Wednesdays, all of April in West Hollywood

WE HAPPY WEDNESDAYS
FREE PARKING IN APRIL
with WHCC

Spring is in full swing, and there's never been a better time to spend your Wednesdays in West Hollywood if you haven't taken advantage of WeHappy Wednesdays yet. Then consider this your sign.

All month long, the City of West Hollywood, the West Hollywood Chamber of Commerce, and West Hollywood have teamed up to turn your mid-week plans into something worth celebrating. From free parking to exclusive live shows, Wednesdays in West Hollywood are yours to enjoy.

Every Wednesday from 4 PM to midnight, you'll enjoy free parking at all city centers, outdoor bars, and outdoor areas across West Hollywood. No tickets, no time limits, no fees — just an open invitation to explore and support the small businesses that make our city so special.

From drinks with friends at The Sunset Strip to dinner, shopping, and wellness deals throughout the city, dozens of great spots are rolling out exclusive offers just for WeHappy Wednesdays. Check your phone, take advantage of these savings, and treat yourself to a drink and some great live music in the heart of West Hollywood. See all participating businesses and offers at www.westhollywood.gov.

Learn More
The Sunset Strip BID Team



LaserAway

Spring is the perfect time for a fresh start — and LaserAway has everything you need to give this summer with confidence.

From smoother skin to radiant, youthful glow, give your skin the best chance of not just surviving, but thriving. Start your treatment now and get ready to show off your results all summer long.

Learn More

8912 Sunset Blvd
West Hollywood, CA 90069
310-889-8339

Book Soup

If you're keen to be the latest, you're sure to find the best of recommendations ranging from book clubs to eBooks. Check out their digital services, for those who'd rather shop from home than in person.

Click on the Staff Pick link below to see their staff's favorite titles, as well as their latest arrivals. For more info on an individual book, click the covers.

Learn More

8818 Sunset Blvd
West Hollywood, CA 90069
310-889-1110

BOA Steakhouse

Whether you're looking for a sophisticated evening out or a casual night with friends, BOA Steakhouse offers an unforgettable experience with its modern take on the classic American steakhouse.

Join them every Sunday night for their exclusive Happy Hour and enjoy deals on all bottles of wine* — the perfect pairing with BOA's premium steaks and seafood. Plus, mark through Memorial Day, you can enjoy 20% off your bill when you arrive before 6:30PM at any LA location. Cheers to that!

Learn more about wine and beer, and visit our vibrant West Hollywood atmosphere at one of the city's most scenic dining destinations.

*Residing Captain's List.

Learn More

9881 Sunset Blvd
West Hollywood, CA 90069
310-466-2288

Boxwood at The London

Boxwood at The London is making out of the city this weekend and making you feel like you're in London.

On April 13 & 14, 2024, hop into the city via happy hour, afternoon tea and treat your self to a special of sunset and sunset delights, paired with live entertainment and premium beats. It's the kind of fun you only see at the London.

Then on Sunday, head to the rooftop for an elegant Easter brunch with jaw-dropping views of the Hollywood Hills and a special menu by Chef Anthony Bonomo. Bonus: there's an Easter Egg Hunt on the lawn with appearances by the Bunny himself! So watch your step, ready to channel their inner kid. It's the most magical way to do Easter in West Hollywood.

Learn More

1022 N San Vicente Blvd,
West Hollywood, CA 90069



The Butcher, The Baker, The Cappuccino Maker

With sunny days and perfect patio weather officially here, there's no better spot to post-up than The Butcher, The Baker, The Cappuccino Maker (BTBCM) on Sunset.

This all-day cafe is a go-to for locals and visitors alike, known for its daily and seasonal brunch, and vibrant outdoor seating that's beautifully made for springtime hangovers.

Learn More

8912 Sunset Blvd
West Hollywood, CA 90069
310-360-4900

Mela Drive-In

Experience authentic Sicilian drive-thru at Mela's Drive-In on The Sunset Strip! Open from 7am to midnight, Mela's is your go-to for everything from early morning, scrumptious take right jaw a treat — and everything in between.

The Sunset Strip would be the same without this drive-thru, where history meets comfort food. Stop by and make some new memories with us.

Learn More

8515 W Sunset Blvd
West Hollywood, CA 90069
310-310-8112

State Social House

State Social House has something for everyone — whether it's catching the game on the main floor, watching them with a cocktail hour, planning the perfect state night, or having a private gathering in the upstairs wine lounge.

And on WeHappy Wednesdays, the drink starts at just \$8 — making it one of the best mid-week deals on the Strip. Start with their rigour and cocktail lounge, offering an exclusive view of Sunset Boulevard, and you've got the perfect night out in West Hollywood.

From live jazz to live music, State Social House has it all. So get your tickets for any day of the week, but especially on Wednesdays.

Learn More

8912 W Sunset Blvd
West Hollywood, CA 90069
310-414-8102

Ron Dorf

Looking for a spring wardrobe refresh? Ron Dorf is your go-to for everything you need for the season ahead. Our Summer 2024 collection shipped and is packed with elevated essentials, sharp accessories, and an effortlessly cool, sophisticated California style.

Whether you're upgrading your everyday basics or looking for standout pieces for the season ahead, this is the time to find your new wardrobe staples. So, browse the latest arrivals and stop by for a spring styling session at Sunset Place Salon.

Learn More

8911 W. Sunset Blvd.
West Hollywood, CA 90069
310-370-0871



I Hotel West Hollywood

Escape to 7 most West Hollywood, your ultimate sanctuary in the heart of the city. This spring, locals and visitors alike can make up the season with a view while something special.

Start with daily breakfast on gliders and bottles of wine, plus seasonal bites at 11am, the perfect spot for a sunset sip. Local art and local inspiration is 20% off, making it a must-visit destination for anyone who loves to escape to West Hollywood.

And if you're looking for the ultimate spring escape! I Hotel is now offering a special rate for June 2024 to reserve up to 30% off the best available rate, plus a \$50 daily breakfast credit to use at 11am or for in-room dining. Consider this your ultimate getaway, and make the most of the season in style.

Learn More

8910 W Sunset Blvd,
West Hollywood, CA 90069
310-424-1600

Casa Madera

Step into Casa Madera, where coastal Mexican flavors meet West Hollywood glamour. With its stunning decor, attentive staff, and fresh, locally-sourced dishes, this hideaway is the perfect place to indulge and unwind. Perfect for a night out or a long, sunny brunch.

Learn More

8910 Sunset Blvd
West Hollywood, CA 90069
310-414-8102

Katana

Soak up a side of Sunset coast? Yes, please. Katana on Sunset Blvd is serving up all the vibes — and WeHappy Wednesdays just got even better. Starting this fall, their midweek special featuring drinks starting at just \$1, plus all the signature sushi, robata, and city views you could ask for.

Learn More

8420 Sunset Blvd
West Hollywood, CA 90069
323-434-8767

The Comedy Store

Each night comedy shines on any of the three stages at The Comedy Store for your favorite laughs in a historic atmosphere.

Learn More

8912 W Sunset Blvd
West Hollywood, CA 90069
310-354-4600

The Comedy Store

Step into the weekly hot stage every Friday in The Comedy Store. Created by Mike Shore in feature today's comedy troupe, and tomorrow's rising stars, this legendary showcase hosts comedians with great names, bright lights, and raucous applause.

Learn More

8912 W Sunset Blvd
West Hollywood, CA 90069

The Sunset Strip BID Board of Directors Meeting

The Board Meeting will be held on the 15th floor of the Sheraton Hotel, 3745, N. La Brea Ave., Los Angeles, CA 90008. The meeting will be held on Monday, April 15, 2024, at 10:00 AM. For more information, please contact the BID at www.sunsetstripbid.com.

The next Board Meeting is on April 23rd at Mandarin Hotel for Agave & Tequila. For more information, please contact the BID at www.sunsetstripbid.com.

If you plan on attending the Board Meeting or have other questions about the BID, please email info@sunsetstripbid.com or call 310-466-2288.

*Agenda are generally posted by 5pm on the Wednesday before the meeting.



Submit your business promotions here to be featured

THE SUNSET STRIP



Holiday Promos & Other Events

July 1, 2024 - March 17, 2025

Other Events

Song Word Art House

Song-Word Art House curates and produces art exhibitions inspired by the lyrics of legendary songwriters.



Art inspired by the lyrics and Louis Armstrong song title "A Kiss to Build a Dream On"

June 29, 2024 - August 15, 2024

"Sounds Of Sunset" a collection of original art inspired by songwriters who have played and partied on the Sunset Strip.

Featuring songs by: The Beatles, Led Zeppelin, The Rolling Stones, The Doors, Steppenwolf, John Lee Hooker, Childish Gambino (Donald Glover), Coolio, Biggie Smalls, John Lennon.

Artwork by: Filippo Fiumani, The Blenq, Lucky Luie, Peter Horvath, DeVon, Jerome Rochette, Niki Hare, Stanley Silver.

VINTAGE CONCERT TICKETS

Come see this and other paintings by LA artist **Marco Sacchi**
 Opening Night Party
 September 12th 6pm - 9pm
 Song-Word Art House
 8912 W Sunset Blvd

SONG-WORD ART HOUSE PRESENTS

SOUNDS OF SUNSET
SOUNDS OF SUNSET
SOUNDS OF SUNSET
SOUNDS OF SUNSET
SOUNDS OF SUNSET

ANDAZ WEST HOLLYWOOD HOTEL

OPENING NIGHT LAUNCH PARTY
 AUGUST 22, 2024
 6PM - 9PM

ROCK N' ROLL RAPLHS

Come see this and other paintings by LA artist **Michael Gaines**
 Opening Night Party
 September 12th 6pm - 9pm
 Song-Word Art House
 8912 W Sunset Blvd

Two unique collections that tell nostalgic rock and roll stories from two different points of view.

Street Pole Banner Program

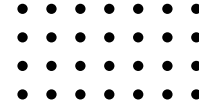
This year, the Sunset Strip BID re-negotiated a multi-year contract with Swing Media to source sponsors for the banner program at \$30,000 a month through June 2028. We are in our sixth year of working with Swing Media on the banners.



- WHCC, who manages both District BID contracts, has entered into a 3-year contract renewal with a vendor to solicit sponsors that are brand appropriate for The Sunset Strip District
- Provides \$30,000 per month to support marketing and promotion in the District, or \$360,000 annually
- Allows opportunity for up selling the fees for World Cup, Super Bowl, and LA2028 Olympics

Financials To Date

July 1, 2024 – June 30, 2025



REVENUE	ACTUAL + PROJECTED
Assessments FY 2024-2025	\$ 200,600
Banner Program	\$ 360,000
Trolley Funding	\$ 75,000
Bank Balance	\$ 634,863
TOTAL INCOME & FUNDS	\$ 1,270,463

* Assessments FY 2023-2024: \$224,460. This amount is for comparison only and has not been included in the TOTAL INCOME & FUNDS amount listed above.

EXPENDITURES	* ACTUAL + PROJECTED
Administration & Operations	\$ 120,000
Social Media & Marketing	\$ 255,000
Public Relations	\$ 32,000
Programs & Events	\$ 163,675
TOTAL EXPENSES	\$ 570,675

* These numbers reflect actual expenses to date (March) plus projected expenses through the end of this fiscal year, June 30, 2024.

WORKING CAPITAL & RESERVES	\$ 699,788
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THE SUNSET --- STRIP

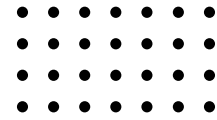


Fiscal Year
2025-2026
PROJECTIONS

July 1, 2025 - June 30, 2026

Overview

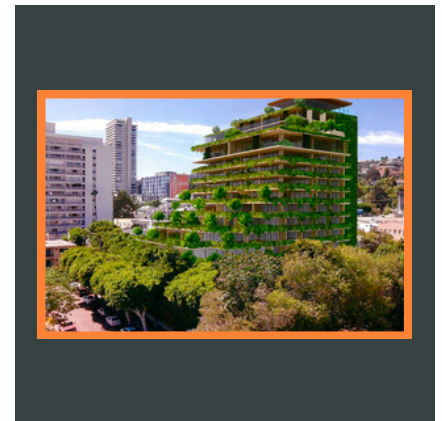
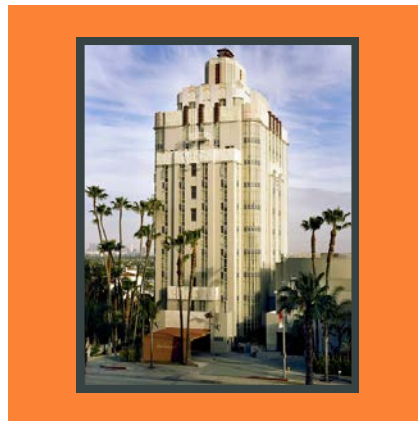
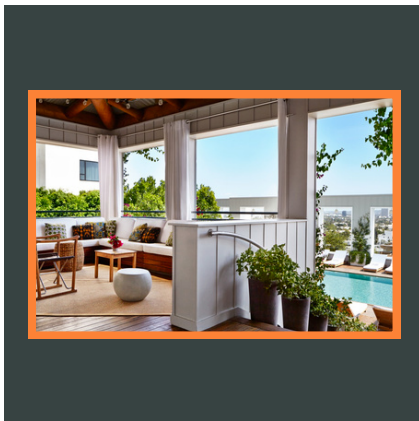
About the District



Established in 2001, The Sunset Strip Business Improvement District (SSBID) is funded through business-based assessments, with fees structured by business type. Historically, the majority of the budget has supported "clean and safe" programs tailored to the nightlife economy.

Today, The Sunset Strip remains an international icon, but its identity has evolved, with luxury hotels, high-end retail, and fine dining redefining the experience.

The Sunset Strip

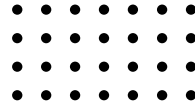


In response, the Board is considering a reassessment of the BID's structure to better reflect the current business landscape. The City has provided cost estimates for a potential feasibility study, which the Board is actively reviewing.

Since April 2020, the West Hollywood Chamber of Commerce has managed the SSBID, providing administrative leadership and supporting strategic initiatives to strengthen the district.



Situation Analysis



While the Sunset Strip's legendary reputation still draws attention, businesses face mounting challenges. Pedestrian activity is low, and closures — particularly on the east end — have left parts of the Strip under-activated. Meanwhile, businesses along the central and western segments are working to sustain the Strip's status as a world-class destination.

To revitalize the district, the SSBID and its partners are developing immersive programs and curated experiences that blend the Strip's rich history with its modern luxury appeal. Upcoming initiatives tied to global events such as the World Cup, Super Bowl, and LA2028 Olympics — including the Halloween Spooky Trolley and Vinyl Wax Pop-ups — aim to boost marketing value, attract sponsorships, and increase customer traffic. However, continued support is needed to drive business recovery and resilience.

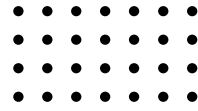
Partnership with the City remains critical. Investments in wayfinding signage, murals, landscaping, interactive street features, and gateway monuments will enhance the visitor experience. The updated Billboard District policy also promises to reenergize the Strip with added media interest and creative pedestrian engagement.

With strategic investments, creative programming, and renewed collaboration, the Sunset Strip is poised for a bold new chapter as a global destination.



Sunset Strip has changed and we must change with it.

Assessment Structure



CLASSIFICATION ASSESSMENT AMT

Nightclub/Bar or Adult

1. Occupancy 600 and above	\$ 500
2. Occupancy 250-599	\$ 500
3. Occupancy 100-249	\$ 500
4. Occupancy 0-99	\$ 500

Hotel

5. All Room Count 120+	\$ 500
6. Room Count 0-119	\$ 500

Restaurant

7. ABC 47/48 & Occ. 450 & Over	\$ 500
8. ABC 47/48 & Occ. 275-449	\$ 500
9. ABC 47/48 & Occ. 175-274	\$ 500
10. ABC 47/48 & Occ. 100-174	\$ 500
11. ABC47/48 & Occ. 0-99	\$ 500
12. W/O ABC 47/48 & Occ.50 & above	\$ 500
13. W/O ABC 47/48 & Occ. 0- 49	\$ 500

Other

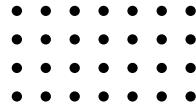
14. Liquor/Convenience Store	\$ 500
15. On-Street Valet (per location)	\$ 500
16. Retail Stores	\$ 200

The Sunset Strip Business Improvement District is divided into 16 separate business classifications. These classifications are limited to the following businesses: nightclubs, bars, adult businesses, hotels, restaurants, and other, which includes liquor stores/convenience stores with liquor, valet parking services, and retail stores. Each business classification receives an assessment level directly related to the level of service received from the District.

As provided by state law, The Sunset Strip BID assessment levied shall be made at the time and in the manner set forth by the West Hollywood City Council in the ordinance establishing the District. The City of West Hollywood shall distribute funds collected to The Sunset Strip Business Improvement District, pursuant to the authorization of this plan. Existing laws for enforcement and appeal of business taxes apply to the BID assessments.



Location & Boundaries



The Sunset Strip Business Improvement District

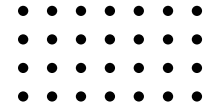


STREET NAME	
Alta Loma Rd	1200-1232
Carol Dr	1032-1033; 1046-1052
Doheny Dr	1111
Doheny Rd	9201-9209; 9231; 9255; 9329
Hammond St	1020-1026
Hilldale Ave	1011; 1030-1036
Holloway Dr	8731-8756; 8758; 8760; 8762; 8766
Horn Ave	1114
Larrabee St	1012; 1021-1029
Miller Dr	1320
N Olive Dr	1323; 1333
Palm Ave	1022-1022 1/2
N San Vicente Blvd	1004; 1020; 1022
Sherbourne Dr	1104-1112
Sunset Blvd	8222-9220; 9229-9255 (odd only)

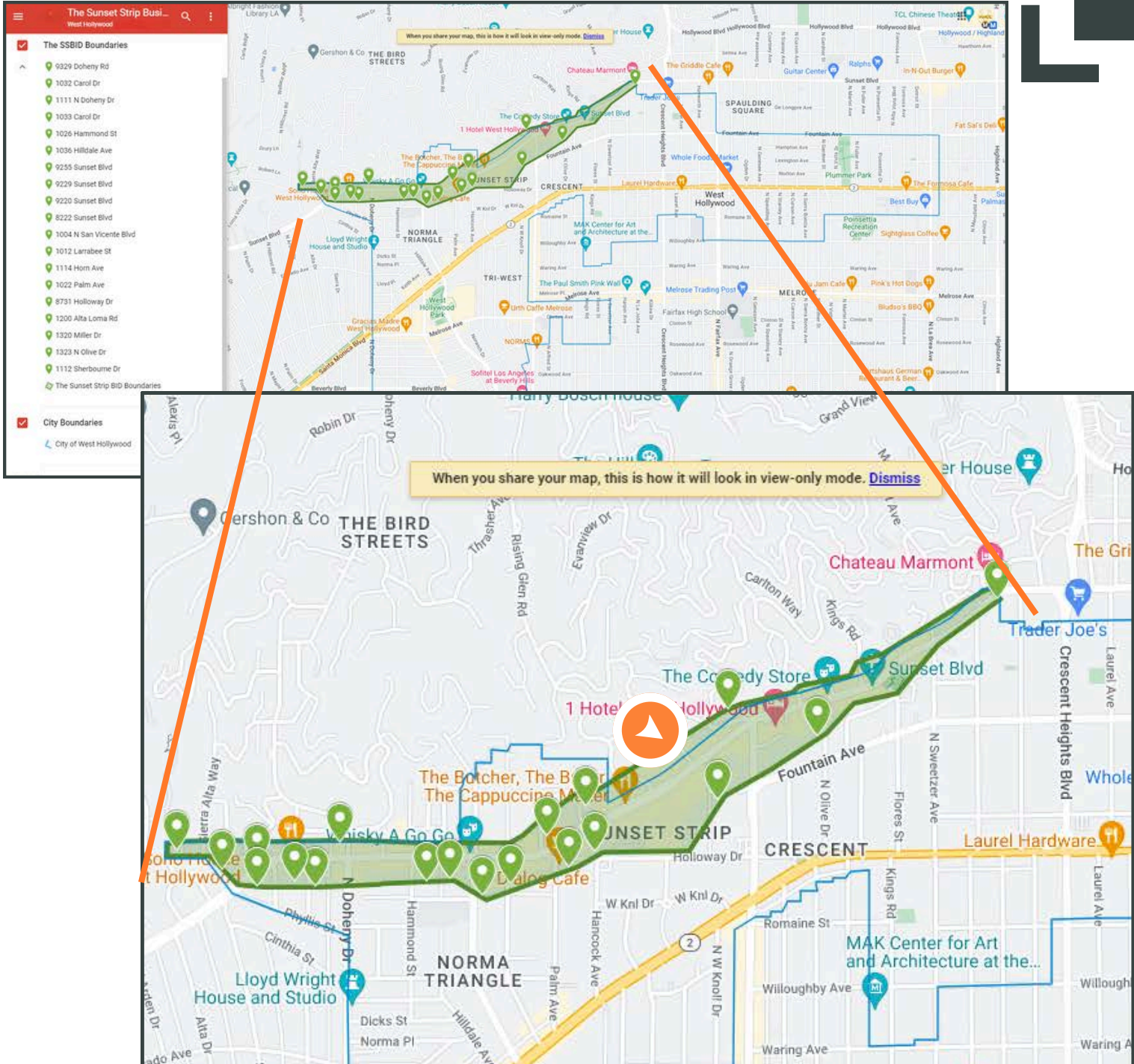
The Sunset Strip Business Improvement District (SSBID) encompasses approximately 1.6 miles on Sunset Strip in the City of West Hollywood. The District is bound roughly by Doheny Road on the west to, on the eastside, to a half block west of Havenhurst Drive.

The service area includes approximately 200 businesses. The table above shows the specific addresses found in the BID's boundaries.

The District Map



The Sunset Strip BID boundary (in green) was figured by inputting all the address ranges above into My Google Maps and then making a polygon shape using lines drawn to connect the addresses within the City of West Hollywood boundary map (blue outline), which was taken from a City Boundary XML file on the City's Open Data page.



Board of Directors

2024|2025 The Sunset Strip BID Board Members

CHAIR, Brett Latteri, The DEN on Sunset

VICE CHAIR, Lee Maen, Innovative Dining Group

Charles Essig, Silver Creek Development & The Viper Room

Christina Fry, Andaz

Narbeh Ghazalian, Dialog Cafe

Carl Hubbard, Mondrian

Rod Gruendyke, Sunset Marquis

John Terzian, The h.wood Group

Sol Yamini, Pink Dot / urbn leaf

BID Affiliates

Jason Oppenheim, Oppenheim Group Real Estate

Maria Montgomery, Montgomery Management Co

Jeff Morris, West Hollywood Travel + Tourism

Laura Biery, City of West Hollywood

Paolo Kespradit, City of West Hollywood

Lt. Fanny Lapkin, City of West Hollywood Sheriff's Department

Sgt. Jason Duron, City of West Hollywood Sheriff's Department

Erica Leon, Block by Block

Vendor Affiliates

Canyon Country LA

Lucky Break PR

JJLA

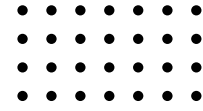
WHCC BID Management Team

Genevieve Morrill, Executive Director

John-Baptiste Godard, CFO

Nalani Santiago, Programs & Communications Manager

Andrea Entz, Office Administrator



2025-2026 Projected Program of Work

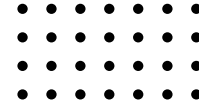
2025-2026 POW

- Robust PR and social media - rebidding social media for renewal or new company
- Summer on Sunset - in venue promotional programming (June thru August)
- Vinyl Wax promotion (June TBD)
- Halloween Spooky After-life Transfer Trolley (Halloween, Oct 31 - Nov 2, 2025)
- Tequila Sunset (May 2026)
- Work with City on wayfinding signage
- LA28 WeHo Arts program development
- Collaborate on City's Digital Art Program
- Town Halls



Projected Financials

July 1, 2025 – June 30, 2026

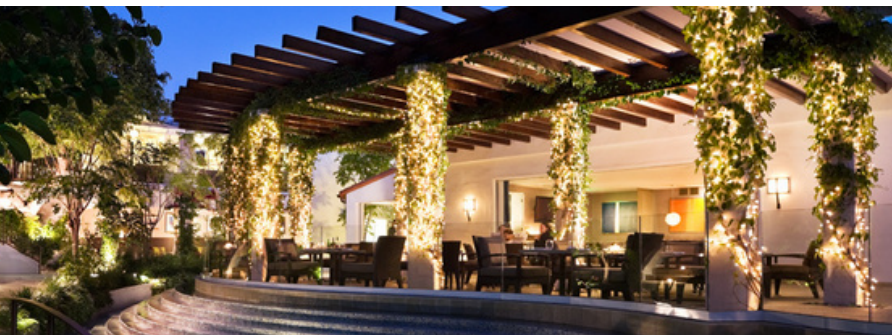


REVENUE	BUDGET PROJECTIONS
Assessments FY 2025-2026	*\$ 51,200
Banner Program	\$ 300,000
Sponsorship Revenue	\$ 30,000
Bank Balance	\$ 699,788
TOTAL INCOME & FUNDS	\$ 1,080,988

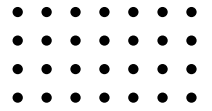
* This amount reflects what the collection would be with up to a \$500 assessment per the Board's decision to reduce member assessments for the next fiscal year.

EXPENDITURES	BUDGET PROJECTIONS
Administration & Operations	\$ 120,000
Social Media & Marketing	\$ 145,000
Public Relations	\$ 90,000
Programs	\$ 15,000
Event Production	\$ 250,000
TOTAL EXPENSES	\$ 620,000

WORKING CAPITAL & RESERVES	\$ 460,988
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Annual Report '24-'25



Where people in LA
are having the most
fun...



This is **THE
SUNSET
STRIP**



PROPERLY PREPARED BY:

WEST HOLLYWOOD CHAMBER OF COMMERCE
BID MANAGEMENT FOR THE SUNSET STRIP



FOR MORE INFORMATION



323-650-2688



thesunsetstrip.com



8232 Santa Monica Blvd

West Hollywood, CA 90046