



Job Title: President

BACKGROUND

The Hollywood Partnership (HP) is a private, not-for-profit 501(c)(6) organization. The HP's mission is to enhance the appeal, vitality, and well-being of the Hollywood community from the ground up. To achieve this mission, the HP deploys programs, activities, grants, and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development, and advocacy initiatives intended to benefit the Hollywood community. The HP was formed in 1996 and manages the Hollywood Entertainment District (HED), one of the first Business Improvement Districts (BIDs) in the state of California. The HED stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood's most famous landmarks are in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

POSITION DESCRIPTION

The President & CEO serves as the key leader of The HP and, in cooperation with the Board of Directors and staff, will be responsible for the overall success of The HP. This will include the implementation of the organization's strategic plan, fulfilling the organization's mission, and demonstrating the accountability of The HP to its stakeholders and partnering organizations.

Reporting to the 22-member Board of Directors, the President & CEO will provide strategic and forward-thinking leadership, guiding an internal team and managing outside vendors (cleaning and security services, beautification efforts, media relations, legal, etc.) to provide exceptional services specifically intended to benefit property owners within the boundaries of the HED. The services are intended to improve the perceptions of area safety and cleanliness and lead to outcomes including but not limited to increased commerce, business attraction and retention, and the overall wellbeing of Hollywood. The successful candidate will have a strong background in issues related to the fields of urban planning, economic development, urban district management, commercial real estate, political advocacy, and public relations.

The President & CEO will direct the day-to-day business of The HP and the HED which it manages under contract with the City of Los Angeles. The President will also provide direction to the Board as it carries out its governance functions in compliance with the Ralph M. Brown Act.

In 2019, The HP Board adopted a 5-year strategic plan called "Hollywood in Focus". The plan is organized around four key goals which guide The HP's operations and provide structure to the organization's committee system. In addition to the strategic plan, The HP aspires to continue the organization's growth through the following:

Strengthen "Clean and Safe" Fundamentals: Issues such as the increase in homelessness in Los Angeles, along with reductions in LAPD deployment and increased tolerance of misdemeanor and low-level crime have caused challenges for The HP's core operations programs. As the basis on which the organization's brand is built, The Board has identified the continued improvement of and coordination among its fundamental programs as a continued priority of the organization moving forward.

Elevate Influence: Beyond strengthening The HP's Clean and Safe fundamentals, a priority for the Board is to elevate the influence of the organization and expand its data-informed advocacy efforts. To accomplish this ambition, the President & CEO must have the experience, skills and ability to a) successfully navigate the Hollywood and Greater Los Angeles political landscape; b) mobilize Board members, when needed, to advance key issues; c) foster higher level strategic thinking and involvement from Board members; d) establish and strengthen relationships with elected officials; e) understand how to use collect and utilize data to help support The HP's advocacy efforts; and f) engage with civic partners and the broader community to advance policies and issues that positively impact Hollywood, The HP and its stakeholders.

Diversify Revenue and Programming: As articulated in the organization's strategic plan, the Board is exploring opportunities to build off the revenue brought in through the HED through the development of new partnerships, service contracts, revenue sharing programs, and corporate philanthropy. To that end, The HP is finalizing the creation of a 501(c)3 affiliate organization and has recently entered into a major contract with a significant Hollywood-area stakeholder to enable an expansion of services. Along with the Board and HPOA staff, the President & CEO will play a critical role in identifying and pursuing appropriate opportunities.

ESSENTIAL TASKS & RESPONSIBILITIES

LEADERSHIP & PLANNING

- Provide leadership in the implementation of and updates to the HED Management District Plan and organizational strategic plan and track progress toward plan completion.
- Serve as The HP's chief spokesperson and primary advocate representing the organization with media, government agencies, associations, and other public and private stakeholders.
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for The HP's activities, programs, and services.
- Stay abreast of innovations, best practices, and developments in the place management industry, researching and introducing new ideas to enhance The HP's impact locally.

GOVERNANCE AND BOARD DEVELOPMENT

- In partnership with the Board, develop and maintain a culture for embracing and implementing The HP's mission and strategic plan.
- Work in collaboration with the Board Chair to enable the Board to fulfill its governance functions and facilitate the optimum performance by the Board, its committees, and individual members.
- Lead open, transparent communications with the Board and its committees, keeping members fully informed on the condition of The HP and on all developing factors, trends, issues, and activities.
- Actively engage and develop The HP's volunteer leadership and committee members in the activities of the organization.
- Work toward the creation of a diverse and committed Board, helping to identify and recruit effective Board members.

ADMINISTRATION AND MANAGEMENT

- Recruit, retain and support quality staff to carry out The HP's programs and mission. Inspire and mentor staff and promote a work environment that supports professional development and the success of all staff in establishing, executing, and achieving goals that further the vision.
- Oversee the creation, organization, and implementation of administrative, management, and financial systems which maximize the organization's operating efficiency and accountability.
- Provide leadership for all organizational activities, managing the day-to-day operations and assuring a smooth functioning, efficient organization.
- Conduct annual reviews for staff based upon developed criteria and job responsibilities specific to each defined role.
- Oversee the preparation and maintenance of HED assessment billings, delinquency tracking and maintenance of comprehensive property owner and assessment databases.
- Develop and oversee financial budgets and forecasts, including the maintenance of accurate financial records for audits and compliance with state and local laws, and interact with external accounting firm to ensure financial information is timely and accurate.
- Partner with the Board and staff to pursue additional revenue generating activities, including grant writing, contracts for service, and other partnerships.
- Coordinate risk management strategies to protect The HP, its Board and staff including securing appropriate insurance coverage; ensuring vendor compliance with indemnification expectations and seeking legal counsel to advise on unique situations. Ensure the Board is kept informed on all matters related to risk management.
- Research, negotiate, monitor, and manage all contracts on behalf of The HP.

PLACE MANAGEMENT AND ENHANCEMENT

- Provide leadership to ensure the achievement of all goals and objectives related to the provision of cleaning, security, homeless outreach, and hospitality services by the ambassador teams.

- Provide experienced and credible insight to identify and resolve issues in Hollywood including knowledge and use of best practices. Establish and raise standards of operations service provision.
- Oversee the implementation and operation of special projects including public art, pop-up activations of vacant spaces, lighting, and other décor. Work with staff to proactively develop and execute new special project ideas.
- Monitor the effectiveness of all of The HP's programs and services related to the public realm and ensure the continued utilization and optimization of the organization's activity tracking and reporting systems.
- Maintain productive working relationships with relevant agencies and organizations including LAPD, LA County Sheriff, City Attorney Neighborhood Prosecutor, Councilmember offices, Mayor's office, and local homeless agencies, in furtherance of The HP's public safety objectives.
- Encourage and facilitate the leveraging of all security resources in the HED to reduce crime and support improved information sharing and network building.
- Make stakeholder problem solving a priority, seeking to connect them with appropriate city or community resources, or facilitating neighbor-to-neighbor problem solving, where appropriate.

ADVOCACY & ECONOMIC DEVELOPMENT

- Support efforts to expand economic vitality by formulating and supporting the execution of strategic, economic development-oriented initiatives.
- Oversee the preparation and distribution of quarterly market reports and newsletters analyzing the progress of The HP's projects, programs, and operations as well as quantitative metrics on the improvement of economic and real estate market conditions in Hollywood.
- Build strong relationships with both small and large stakeholders, engaging them in downtown priorities. Liaise between stakeholders and local government, reporting on what kinds of policy interventions, projects, and programs stand to best benefit the area.
- Advocate for broader public policies that serve the interests of Hollywood on issues including but not limited to real estate development, transportation, and policies that impact the health and wellbeing of the public realm.

EXPERIENCE REQUIREMENTS

The successful candidate will be a proactive, results-oriented leader, with ten or more years of relevant executive-level experience and with many, if not all, of the following qualifications and attributes:

- Self-motivated organizational leader, with high emotional intelligence and the ability to inspire and empower staff. A team builder and "coach" who can articulate clear and meaningful goals and achieves results collaboratively.
- Exceptional critical and strategic thinking skills, with the demonstrated ability to anticipate and solve problems, the willingness and intellectual curiosity to explore new ideas, and the sense of urgency and commitment to results to keep initiatives on track in a complex operation with multiple objectives and points of view, with limited resources.
- Attention to detail with excellent organizational, administrative and project management skills, including the ability to diagnose critical areas that require attention, and then translate strategies into concrete action. Prior experience successfully leading an organization through growth and/or change highly desired.
- Business acumen and solid financial grounding. Ability to handle complex budgets, forecasting and asset management with a Board of Directors.
- Proven track record of marshalling resources and managing complex partnerships to focus on place management issues, projects, and initiatives.
- Outstanding communications and interpersonal skills to serve as an authentic, enthusiastic, and credible ambassador for The HP, with proven ability to nurture relationships with internal and external constituents and educate, influence, and mobilize key audiences.
- Politically savvy with the professional presence and diplomatic ability to interface effectively with diverse audiences, bringing people together around unified goals.
- Strong customer-service skills with a warm, collaborative, servant-leadership style.
- Character and substance: a person with the highest ethical and professional standards, coupled with integrity and flexibility, as well as the ability to manage sensitive issues with discretion.

EDUCATION

Bachelor's degree in a related field, including but not limited to business, public administration, urban planning, and economics (Master's degree preferred).

POSITION ENVIRONMENT / SPECIAL REQUIREMENTS

Hollywood is a high energy, culturally diverse area. The HP administrative office is a fast-paced, deadline-driven environment. The individual will regularly interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. The HP is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

The person in this position needs to regularly move about inside and outside the office to attend meetings, access file cabinets, office equipment, etc. Additionally, the person will occasionally need to move outdoors and throughout the Hollywood community and to inspect capital projects, provide quality control inspections of vendor activities, etc. Must be able to assess the satisfactory fulfillment of organizational investments and services. The person in this position frequently communicates with Board and Committee members, vendors, stakeholders, and partners about matters related to The HP and must be able to exchange accurate and timely information in these situations. Ability to work evenings and weekends as needed.

PROCEDURE FOR CONFIDENTIAL CANDIDACY

Submit resumes or nominations, with assurance of confidentiality, to bhumphrey@hudsonppi.com