

1 HOTEL WEST HOLLYWOOD 11.12.24

There's No Place Like WeHo

40th Anniversary
WEST HOLLYWOOD CHAMBER OF COMMERCE
CREATIVE
BUSINESS
AWARDS
CELEBRATING INNOVATION IN BUSINESS

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40TH Anniversary
WEST HOLLYWOOD CHAMBER OF COMMERCE
**CREATIVE
BUSINESS
AWARDS**
CELEBRATING INNOVATION IN BUSINESS

Raja & the whole Capitol Drugs Team,
you've kept our community healthy and moving forward
for several decades and for that, your Chamber is truly grateful.
Thank you for being great stewards of WeHoians and the
West Hollywood business community , and
for all your service- the care with which you touch the lives
of your customers and fellow Board Members.
Thank you for helping us all **THRIVE!**

**West Hollywood Chamber Board of Directors,
Board of Governors, and Staff**



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Greg Rang, West Hollywood Design District

Founded in 1921, the West Hollywood Chamber of Commerce is a 501(c)6, non-profit organization which supports and promotes a community environment where commerce can flourish. The Chamber fosters prosperity and champions local business by providing resources and leadership to advance activity through economic development. We advocate and represent business interests to government, while enhancing the quality of community life and promoting the uniqueness of West Hollywood.

CORE VALUES

- Passionate dedication to the community
- Impactful leadership with integrity
- Respected and knowledgeable resource
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THE CHAMBER TEAM

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PRESIDENT & CEO

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Nalani Santiago
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Jamie Wilson
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Andrea Entz
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LETTER FROM OUR CHAIR



Welcome to the West Hollywood Chamber of Commerce's 40th Annual Creative Business Awards 2024. For lack of a better term, this gala is our biggest fundraiser of the year – so please, bid on some of the amazing items in our silent auction and buy me something nice, while you're at it! This is the night where the entire city dresses up and comes together to celebrate our rich, diverse, and innovative business community. Tonight, we honor the best of the best!

We like to say the CBAs are the Academy Awards of our commercial community where peers recognize their peers. Our 21 stellar nominees were selected by you, fellow Chamber members and you are the people who voted for the seven winners tonight. Our winners are truly leaders in creative innovation.

Celebrating 32 years in West Hollywood, Capitol Drugs is a pillar of our community. Founded in 1986 by Lloyd Tittle, a pharmacist living with HIV/AIDS, Lloyd felt discriminated against, judged and uncomfortable when picking up his HIV meds at his local chain pharmacy. With that in mind, he opened the very first HIV-specialty pharmacy in Sherman Oaks in 1986, before opening a second location in West Hollywood six years later. The store became a safe place for the LGBT community and a destination for people to meet for support and information.

Fast forward to 2015, when Dr. Raja Sannidhi purchased Capitol Drugs from the Tittle family and intertwined himself with the LGBT and West Hollywood communities. Realizing Capitol Drugs importance to the LBGT community, Raj continued the Tittle family legacy of kindness, empathy and dedication. As a fellow Chamber board member, as a customer of Capital Drugs, as a friend, and most importantly, as a fellow Rams fan, I am thrilled to honor Raj and Capitol Drugs tonight with the Chamber's highest honor, the West Hollywood Legacy Business Award.

Lastly, I must congratulate the Chamber team led by Genevieve Morrill for an outstanding event tonight and an incredible 2024. Gen, John-Baptiste, Nalani, Jamie, and Andrea (Welcome to the team!) – your passion and commitment to the Chamber and its Membership is truly remarkable; it is a privilege to call you colleagues and friends - thank you!

Enough from me already, let's get on with the show! It is my sincere honor to welcome you all to your 2024 Creative Business Awards Gala & Silent Auction: 'There's No Place Like WeHo! Good luck to all!

David Wood
Chair

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Congratulations to this year's Legacy Award recipient

Capitol Drugs

and to the 2024 Creative Business Awards recipients
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WEST HOLLYWOOD DESIGN DISTRICT

Congratulations to all the
CBA 2024 Nominees and
Capitol Drugs
for receiving the *CBA 2024 Legacy Award!*

Special congratulations to our District Members
Kimpton La Peer - Disco Pickleball Court
for the *Creative Concept Award* nomination,
8899 Beverly
for the *John Chase Art & Design Award* nomination, and
KOHLER Experience Center
for the *Innovative Sustainability Award* nomination.
Good luck & congrats!

West Hollywood Design District Board of Directors & Board of Governors



westhollywooddesigndistrict.com



CONGRATULATIONS TO ALL THE

CBA nominees, especially our

Sunset Strip BID Members:

The h.wood Group - Keys

for your *Creative Concept Award* nomination and

Mystery Pier Books

for your *Corporate Innovation Award* nomination.

Many congrats to the 2024 *Legacy Award recipient*,

Capitol Drugs.

Good luck to all and congratulations!

The Sunset Strip Business Improvement District

T H E
SUNSET

S T R I P



Capitol Drugs continues to take pride in serving the community for its health care needs. Capitol Drugs plays an active role in community events and organizations such as Los Angeles AIDS Walk, WeHo Pride, WeHo Senior Health Fair and the famous Capitol Drugs Health Fair. Dr. Raja Sannidhi and Russell Ybarra sit on many organizations such as West Hollywood Chamber of Commerce, Los Angeles County Commission on HIV, The California Pharmacist Association (CpHA) are just a few.



**Thank you, Dr. Raja and Dr. Sudhir
for making Capitol Drugs a safe and
welcoming place for everyone.**

 **CAPITOL DRUGS**

LOCATIONS:

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City of West Hollywood

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West Hollywood, CA
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November 12, 2024

Dear West Hollywood Friends and Businesses,

On behalf of the City of West Hollywood, I would like to welcome you to the 40th Annual Creative Business Awards 2024. This year, we will celebrate innovation in business and the many significant contributions the business community has made and continues to make to the City of West Hollywood.

The City of West Hollywood remains a vibrant cultural and economic center in the Los Angeles region. This year, we gather once again for this important event to celebrate the successes of each distinguished business nominated and honored through our ever-changing West Hollywood Chamber of Commerce.

I would like to especially recognize this year's recipient of the Legacy Award, Capitol Drugs, as well as the other outstanding creative businesses that were nominated. Capitol Drugs opened its West Hollywood location in 1990. Since the early days of the AIDS epidemic, Capitol Drugs has been a West Hollywood institution and has provided live-saving support for our community members. The City has co-sponsored several health fairs organized by Capitol Drugs in partnership with the Chamber and we look forward to continuing to support the amazing work they do for our community.

Congratulations to each of you for your extraordinary achievements and for your innovative contributions that have enriched the tapestry of West Hollywood in unique and outstanding ways. The future is bright, the future is here, and the future of West Hollywood is progressive. As we click our heels three times, let's remember to watch out for any houses falling from the sky and come together for our collective future, somewhere over that beautiful rainbow.

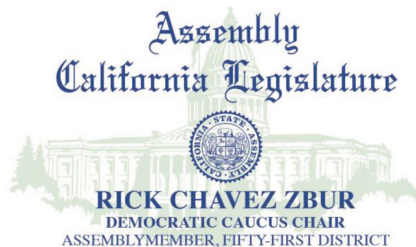
Sincerely,

John M. Erickson, Ph.D.
MAYOR

STATE CAPITOL
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SACRAMENTO, CA 94249-0051
(916) 319-2051
FAX (916) 319-2151

DISTRICT OFFICE
1445 N. STANLEY AVE., 3RD FLOOR
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November 7, 2024

West Hollywood Chamber of Commerce
8272 Santa Monica Boulevard
West Hollywood, California 90046

Dear Friends,

It gives me great pleasure to extend my warmest greetings to all who have gathered for the West Hollywood Chamber of Commerce's 40th *Annual Creative Business Awards Event*.

For 40 years, the West Hollywood Chamber of Commerce has hosted the prestigious Creative Business Awards to bring together hundreds of professionals to celebrate businesses that have shown innovation and creativity in their business model. I wish to express my deepest gratitude to the West Hollywood Chamber of Commerce for recognizing our local businesses, which continue to make such significant contributions to the West Hollywood business community.

I would like to take a moment to congratulate all the outstanding award nominees and the recipient of this year's Legacy Award, **Capitol Drugs**. For over 30 years, this important pharmacy has served as a safe haven for patients throughout the West Hollywood community. Today, the pharmacy services the Russian-speaking community and the LGBTQ+ community, and specializes on the needs of those living with HIV/AIDS. Please join me in congratulating Capitol Drugs, and these remarkable nominees and award recipients for their devotion and contributions to the West Hollywood community through their creative business models.

As your State Assemblymember representing the 51st Assembly District, I extend my sincere congratulations and appreciation to tonight's honorees and to the West Hollywood Chamber of Commerce. Please accept my best wishes for a successful and most memorable event.

Sincerely,

A handwritten signature in black ink that reads "Rick C. Zbur". The signature is fluid and cursive, with the first name "Rick" and last name "Zbur" being the most prominent parts.

RICK CHAVEZ ZBUR
Assemblymember, 51st District
Democratic Caucus Chair

CAPITOL OFFICE
1021 O STREET, SUITE 6610
SACRAMENTO, CA 95814
TEL (916) 651-4024
FAX (916) 651-4924

DISTRICT OFFICE
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ENVIRONMENTAL CAUCUS, CO-CHAIR

November 12th, 2024

Dear Friends,

As the State Senator proudly representing West Hollywood, I'd like to offer an enthusiastic greeting and welcome to the West Hollywood Chamber of Commerce's 40th Annual Creative Business Awards ceremony and my hearty congratulations to the nominees!

The West Hollywood Chamber of Commerce has been a great partner and I recognize and thank them for their decades of commitment our local business community and improving quality of life for our neighbors while making West Hollywood a world-class travel, business, and tourism destination.

Please join me in honoring this year's Creative Legacy Award winner, Capital Drugs. Established in 1986 by Loyd Tittle, Capital Drugs has helped so many people struggling with drug and alcohol addiction. Almost 40 years in, Capital Drugs still serves our community through homeopathic services and Sample Saturday events, providing important health resources to the community.

There are 21 businesses nominated for an award this evening, and I extend to them my thanks and congratulations. Their entrepreneurship reflects the creativity and diversity of our community, I thank them for all they have contributed to the vitality of West Hollywood!

Thank you to the organizers and staff for all of your work making this important event a success. Please accept my warm wishes for a successful and memorable evening!

Sincerely,

BEN ALLEN
Senator, 24th District





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WITH GRATITUDE TO THE FOLLOWING

With enormous thanks to Dr. Raja Sannidhi, Russell Ybarra, and the whole Capitol Drugs team!

Thanks to the Special Events Committee, and Events Chair, Jacob Shaw, for helping the WHCC Team in soliciting auction items; Chris Isaacson, thanks for producing a one-of-a-kind event; a heartfelt thank you to all the 1 Hotel staff, its General Manager, Ingrid Braun, and Director of Catering, Annette Zeller, we appreciate all you did to make this event amazing and on budget. We extend our appreciation to our alcohol partners and wranglers, Sol Yamini at Pink Dot, Leslie Barclay at Southern Glazer's Wine & Spirits, and Kristin Clark at Diageo. To Chris Jaros and the squad at Zoo Crew, thanks for creating our amazing reels for the nominees and our CBA sizzle. Our amazing artistic director for over a decade, guru of all things creative, the Great, Ruben Esparza of RED Studios, for whom we are forever grateful. And finally, to our fantastic Member Ambassadors who volunteer to help us set up and strike CBA every year - we couldn't do this without your generosity - THANK YOU!



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**B E V E R L Y
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8:00 PM DINNER & AWARDS CEREMONY

MASTERS OF CEREMONIES

Comedians, Justine Marino & Marco DelVecchio

Musical performance by singer/songwriter, Alisan Porter

ACKNOWLEDGEMENTS

WHCC Chair, David Wood

WHCC President & CEO, Genevieve Morrill

CBA 2024 LEGACY AWARD

Presented to Capitol Drugs

Musical performance by singer/songwriter, Alisan Porter

2024 CBA NOMINEE AWARD CEREMONY

Creative Concept Award

Corporate Innovation Award

John Chase Art + Design Award

Creative Communications Award

WeHo Attraction Award

Innovative Sustainability Award

Creative Community Service Award

10:00 PM CBA AFTER-HOURS PARTY SPONSORED BY

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MASTER OF CEREMONIES

Justine Marino



Justine Marino is a comedian, host, writer, and producer who realized her love for comedy at The Groundlings School shortly after moving to Los Angeles. She started doing stand up while working as a tour guide at Universal Studios, and soon began opening for Jon Lovitz, Bo Burnham, and Joel McHale. Justine quickly caught the eye of Jenny McCarthy, and was cast in the stand up special *Jenny McCarthy's Dirty, Sexy, Funny*, which streamed on Netflix. In 2014, Justine was selected as a New Face of Comedy at Montreal's prestigious *Just For Laughs Festival* and has been seen on NBC, Comedy Central, and MTV. Justine hosted and executive-produced *The Funny Dance Show* for E!, which is based on the successful live show she created at the world famous *The Comedy Store*. She then went on to be a producer on *The Soup* for E! Recently, Justine was on tour with Hasan Minhaj and wrote for Yvette Nicole Brown and Felicia Day on *The Walking Dead: Last Mile* for Facebook Watch. And of course, she has a podcast! Justine produces and hosts the pop culture comedy podcast *Glitter & Garbage* for Bill Burr's All Things Comedy Network.

MASTER OF CEREMONIES



Marco DelVecchio

Model, comedian, podcast host, actor, and reality star—Marco DelVecchio wears many hats, and he wears them well. The breakout heartthrob made waves on the hit dating competition show, ***FBOY ISLAND***, where he navigated a love minefield, competing against self-proclaimed “FBoys” to win the heart of a young lady. He is also the spokesmodel for Wush Ear Cleaner. Currently, Marco showcases his irreverent and razor-sharp wit as host of the ***Smoothie Town*** podcast, which is now in its second season. The unfiltered, no-holds-barred podcast is shaking up the scene from the heart of Hollywood. Marco is passionate about his podcasting and charity work.

TONIGHT'S MUSICAL ENTERTAINMENT

Alisan Porter

MUSICAL PERFORMANCE BY: Singer/songwriter, Alisan Porter

Winner of NBC's *The Voice*, singer and songwriter Alisan Porter is a powerhouse siren with impressive writing chops to match her towering vocals; it is no surprise that the Los Angeles-based singer and songwriter could sing with perfect pitch at nine-months-old.

This LA-based singer and songwriter, born to a Broadway star mom and rocker dad, wowed American audiences on *Star Search* at the age of five singing "*Over the Rainbow*," has performed on Broadway in *A Chorus Line*, and went on to starring roles in television and film, including the John Hughes 1991 classic, *Curly Sue*.

Alisan triumphantly won *Season 10 of NBC's The Voice*, making her the first victor for coach, Grammy Award-winner, Christina Aguilera!

Her previous independent EPs *I Come in Pieces* and *Pink Cloud* were released to critical praise. Her newest musical offering, entitled *The Ride*, is currently Grammy Award-eligible, and is now available on iTunes, Amazon, and Spotify.





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A photograph of a white Athens Services garbage truck parked on a street. The truck has a large sign on its side that reads "Athens Services" in red and black, with a list of services: "Waste Collection • Recycling • Transfer • Disposal • Street Sweeping" and the phone number "888/336-6100". The truck is positioned on the left side of the frame, with a red and white diagonal graphic overlaying the right side of the image.

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A graphic element featuring a smartphone icon on the left, a red box with the word "SCAN" in white, and a QR code on the right. Below the "SCAN" box, it says "To learn about services in your community".

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ABOUT THE LEGACY AWARD

In 1993 the West Hollywood Chamber of Commerce (WHCC) installed a new award to its Creative Business Awards line up to honor members who have made significant contributions to the City of West Hollywood, the Chamber, and its mission.

In 1995 after the passing of Thomas Crail, the WHCC's Executive Director from 1988 to 1995, the award was renamed The Thomas Crail Award. Crail died at the age of 41 of complications from AIDS.

In his role, Crail was a leader for change in West Hollywood. Among his accomplishments he founded the Westside Council of Chambers of Commerce (WC3), created WHCC's Leadership Council, and helped to develop the Santa Monica Boulevard Association and The Avenues of Design Association. He served as Chair of the Transportation Commission and was a proponent of the Sunset Shuttle, a nationally recognized pioneering effort in short-haul urban transport.

In recognition of his legacy and all who came before and after him, the Thomas Crail Lifetime Achievement Award has been aptly renamed The Legacy Award to honor community leaders who are agents of change that have made a difference in West Hollywood.

LIFETIME ACHIEVEMENT/ THOMAS CRAIL AWARD PAST WINNERS

Tony Melia 1993

Jack Foreman 1994

Ron Kates 1995

Paul Brotman 1996

John Douponce 1999

Nita Casar 2000

Russ Wilson 2001

Mark Lehman 2002

John Altschul 2003

Ruth Tittle 2004

Arich Berghammer 2005

Christopher V. Bonbright 2006

James Ward Litz 2007

Deborah Kallick 2008

David Mason Eichman 2009

Hilary Selvin 2010

George Rosenthal 2011

Zev Yaroslavsky 2012

Nathan Goller 2013

Lou Adler 2014

Alberto Borrelli 2015

Craig Susser 2016

Alan W. Johnson **CHA** and

William Karpiak **CHA** 2017

Rod Gruendyke 2018

Jamie Adler 2019

David Cooley 2021

Pink Dot 2022

Sunset Marquis 2023

2024 LEGACY AWARD RECIPIENT

Capitol Drugs is a family-owned-and-operated small business. Lloyd Tittle was a pharmacist living with HIV/AIDS; he felt discriminated against, judged, and uncomfortable when picking up his HIV medication at his local chain pharmacy. So, he opened the first HIV Specialty Pharmacy in 1986, located in Sherman Oaks California. This was one of the first HIV Specialty Pharmacies in Los Angeles.

In 1992 Capitol Drugs West Hollywood was born to provide a safe place for the LGBTQ community and all who felt they did not fit the norm. Capitol Drugs became a destination for people to meet others and discuss treatment and get support from one another. People spoke about medication success and failures, shared their happiness, their hopes for the future, and their tears of sadness. You see, the early 90's was the top of the AIDS pandemic and the main cause of death for gay men between the ages of 25-44. Lloyd passed away in 1993 and his sister, Ruth Tittle, took ownership of Capitol Drugs and continued the legacy.

In 2015, Dr. Raja Sannidhi and Dr. Sudhir Reddy took ownership of Capitol Drugs. They let the staff know that nothing would change, and the history & legacy of Capitol Drugs would continue. Today, the tide has turned, now providing PrEP, PEP, and drug maintenance, their clients are no longer dying from HIV and AIDS but thriving.

Capitol Drugs continues take pride in their community by taking part in community events, such as the Capitol Drugs Health Fair, Los Angeles County Commission on HIV, West Hollywood Chamber of Commerce, National Ending the HIV Epidemic Initiative, and the list goes on. Thank you, Drs. Raja and Sudhir, for continuing to provide a safe place not only for the LGBTQ+ community, but for everyone. Regardless of who you are, all are welcomed at Capitol Drugs with open doors and open arms.



 **CAPITOLDRUGS**



2024 LEGACY AWARD RECIPIENT

Raja Sannidhi

Dr. Raja Sannidhi attended the Long Island University of Pharmacy, graduating as a Doctor of Pharmacy in 2003 and soon after took over the family pharmacy business. In 2016 Dr. Raja, his wife, and two children moved to California to start a new chapter in their lives. He purchased Capitol Drugs, located in West Hollywood in 2015. Not knowing what to expect, Dr. Raja soon came to learn about the LGBTQ culture and the diversity of West Hollywood. He quickly stepped up to the plate as pharmacy owner and took over where the previous owner left off. Making sure of detail, quality, and perfection, Dr. Raja fit very well into his new role as pharmacy owner.

He jumped into community service as soon as he walked into Capitol Drugs Pharmacy, first, by joining the West Hollywood Chamber. Soon after, Dr. Raja started meeting and working with local doctors as well as making other business connections to learn about the needs of Capitol Drugs' pharmacy population, illuminating better ways to provide pharmacy services that met everyone's needs. Dr. Raja is hands-on in the pharmacy. You will catch him behind the pharmacy counter typing away, in front of the counter consulting with a patient about their medication, and sometimes you may even find him at your doctor's office learning new ways to serve clients.

Dr. Raja enjoys spending time off with his family; you might find him and his kids at the golf course playing a round of golf. Sometimes he stays home to watch his favorite sports teams while enjoying a bowl of chips and salsa, and a nice cold beer.

Growing up in a New Jersey family-owned-and-operated neighborhood pharmacy for 42 years, Dr. Raja believed he found the perfect fit in Capitol Drugs. There is no question that he made the best decision for himself and his family. The Capitol Drugs staff are proud to work and grow with Dr. Raja, the City of West Hollywood, and to continue providing excellent service to the community they serve.



CREATIVE CONCEPT AWARD NOMINEES



THE H.WOOD GROUP - KEYS

Keys is a multi-hyphenate music and nightlife destination bringing dancing back to Los Angeles. Positioned at the heart of the Sunset Strip, Keys blends distinct design, exceptional service and palpable atmosphere with the high-energy pulse of today's live music scene to bring to life a cutting-edge entertainment epicenter in a category of its own for some of the world's hottest talent.

THE h.wood GROUP

KIMPTON LA PEER HOTEL - DISCO PICKLEBALL COURT

Look no further than La Peer's rooftop paradise in WeHo for a fun and unique staycation experience! Their Center Court boasts a state-of-the-art pickleball court, handcrafted cocktails, and breathtaking city views, making it the perfect destination for pickleball enthusiasts and casual players alike. With La Peer's resort pass pickleball court rental options, you can enjoy access to their court during your stay. And for an even more creative pickleball experience, check out their Disco Pickleball Court every Saturday and Sunday from 2-8 PM! The Disco Court features DJs, a full bar & picnic menu, and no reservations & no cover open play. Organize matches & join the waitlist on the Pickleheads App upon arrival.



Disco Court



GIRLS FIGHT BACK

Girls Fight Back is the world-renowned personal safety and empowerment-based self-defense company that educates millions of people of all genders around the world with violence prevention and boundary setting skills. Owned and led by international speaker and self-defense expert, Nicole Snell, Girls Fight Back has revolutionized prevention education by incorporating both verbal and physical techniques to address everyday situations, relationships and beyond from a place of power instead of restriction. Her clients include college, military, corporate, outdoor recreation and more. Nicole's dynamic, interactive and inclusive programs are evidence-based and her compassionate techniques make the skills accessible, realistic, interactive and fun!

*GIRLS
fight
BACK!*
by NICOLE SNELL



**WEST HOLLYWOOD
SMALL BUSINESS
FOUNDATION**

CONGRATULATIONS!

To all the creative & innovative 2024 CBA Nominees and
To Raja and the whole Capitol Drugs Team, congrats on your
well-deserved Legacy Business Award recognition!

From the West Hollywood Small Business Foundation
Board of Directors

*The Road to Business is Often Challenging
Even More so, for Those That Are Underrepresented*

*We're Working Hard to Change That, to Break Barriers to Access, and to Center Equity
Join Us!*

<https://www.wehochamber.com/small-business-foundation>



mix & mingle

hosted by **Beaches Tropicana**
presented by **west hollywood chamber of commerce**
wednesday, december 11th, 6-8 pm

PARKING OPTIONS
8459 Sunset Blvd Parking Lot
Laz Parking Lot 8401 Sunset Blvd. WeHo 90069
Street parking | MetroIndShare is encouraged.

COST
RSVP is required
Chamber members online registration free
\$10 at the door without RSVP
Non-members register online \$20
\$30 at the door.
register at www.wehochamber.com

Beaches Tropicana
8911 Santa Monica Blvd
West Hollywood, CA 90069
Hosted | Beverages & Nosh

WHCC
CHAMBER OF COMMERCE

**Feature your business in our 2024
Holiday Guides!**

Submit by
Nov 20 for Winter Holidays
Nov 27 for New Year's Eve

*'Tis the
Season to Eat,
Shop, Play,
& Stay in
WeHo*



CORPORATE INNOVATION AWARD NOMINEES



THE ARTEMIS AGENCY, LLC

The Artemis Agency is a woman-owned, award winning, philanthropic advisory firm that sits at the intersection of entertainment & philanthropy. They are on a mission to drive positive change across the globe. And have some fun along the way. They are a collective of passionate creatives, curators, and changemakers, committed to tackling humanity's most critical challenges. Through a network of dedicated partners, visionary celebrity voices, powerful philanthropic funders, and unsung heroes tirelessly working on the front lines of progress, Artemis transforms their clients' bold aspirations into world-changing action.



MYSTERY PIER BOOKS

Mystery Pier Books, called "one of — if not the — most important first edition bookshops in the U.S." — remains a major tourist attraction in WeHo for over 25 years. Featured in airline magazines of Delta, Alaska & United, Louis Vuitton catalogue, Best of the Best edition of Los Angeles magazine & so many others, raved about on late night talk shows by its many celebrity clients. Michael Caine says, "Mystery Pier is like the most wonderful museum, except you get to buy the exhibits." Angelina Jolie says "More than a museum & place of treasure than a shop. A dream!"



MYSTERY PIER BOOKS, INC.
Collectible Literature in the First Edition



GYM BAR WEHO

GYM Bar WeHo, located in the heart of the Rainbow District, has demonstrated a creative and forward-thinking approach to their business model. The owners made significant capital investments to upgrade the space, enhancing the experience for all visitors. GYM Bar WeHo is more than just a sports bar and grill—it serves as a community hub where sports, inclusivity, and camaraderie come together. Committed to fostering unity through the power of sports, GYM Bar offers an elevated environment where patrons are treated as part of a diverse, vibrant family. With a dedication to creating unforgettable moments and building lasting connections, GYM Bar WeHo honors its legacy while embracing a bold, inclusive future.





CASAMIGAS JALAPEÑO COCKTAILS

SERVED IN SUPPORT OF WEST HOLLYWOOD
CHAMBER OF COMMERCE.

— CELEBRATING CONTINUED SUCCESS, DIVERSITY & CREATIVITY —

CONGRATULATIONS TO CAPITOL DRUGS FOR RECEIVING
THE LEGACY AWARD, AND TO ALL THE OTHER 2024
CREATIVE BUSINESS AWARDS RECIPIENTS.

@CASAMIGOS

#HOUSEOFFRIENDS

#POURWITHPRIDE

PLEASE DRINK RESPONSIBLY. CASAMIGOS JALAPEÑO Tequila With Natural Flavors, 40% Alc./Vol. Imported by Casamigos Spirits Co., LLC White Plains, NY.

JOHN CHASE ART + DESIGN NOMINEES



8899 BEVERLY

8899 Beverly is a reimagination of the original Los Angeles International Design Center. As the tallest residential building in West Hollywood, they offer unmatched views – and masterful design that emphasizes them.

8899's craftsmanship infuses the residential experience with unexpected artistry, beginning with "the handshake of the building": custom solid bronze, leather-wrapped and stitched door handles designed by Tom Kundig.

For all its history, 8899 Beverly lives fully in the 21st century. Each Residence offers Lutron Radio RA lighting controls, with wireless remote control and scene setting throughout, as well as integrated cove lighting and enviable appliance packages featuring the best of Miele and Gaggenau.

OR BAR

OR Bar is a unique nightlife destination with a fabulous disco soul. The name pays homage to our major LGBTQ history, from Lillian's in 1976 to the iconic Gold Coast. "Or," meaning gold in French, symbolizes our rich heritage.

With a French disco influence from 1977 to 1983, the space features captivating design elements, including a striking black and gold mural by LGBTQ-owned Londubh Studio.

Patrons of OR Bar consistently highlight the welcoming and friendly staff, as well as the inclusive and vibrant environment that allows people from all walks of life to feel comfortable and accepted. The bar's dedication to customer service, combined with its stylish ambiance, makes it a standout venue in WeHo.



SOFITEL LOS ANGELES AT BEVERLY HILLS

Sofitel Los Angeles at Beverly Hills is a luxury hotel that seamlessly blends the glamour of Los Angeles with the elegance of French artistry. Located near one of the world's most prestigious avenues, the hotel excels in creating an atmosphere where art, design, and architecture shine. From sleek, modern accommodations with French-inspired accents to its panoramic rooftop venues and stylish event spaces, Sofitel offers an unparalleled experience in creative luxury. With a commitment to sustainability and inclusive hospitality, the hotel is a celebrated destination for both travelers and event hosts, known for elevating every experience with sophisticated design and exceptional service.

S O F I T E L
LOS ANGELES AT BEVERLY HILLS

ABOUT THE JOHN CHASE AWARD



John Chase, born May 21, 1953, was a writer and urban designer who championed civic space and vernacular architecture in Southern California. He found poetry in stucco-clad apartment buildings, down-market modernism and overlooked corners of the urban realm. As urban designer for the City of West Hollywood, a job he had held since 1996, Chase coaxed architects, developers, public agencies and other groups to carve out room in their projects for civic amenities, including park space, street furniture and shade-giving trees. Working for the planning department in a role that he helped define — few cities have urban designers as such — Chase played a significant role in the reconstruction of the West Hollywood segment of Santa Monica Boulevard and many other major developments and businesses.

The thread connecting Chase's planning work and his writing was a fondness for the kind of architecture that hides in plain sight — an anonymity that is particularly acute in Southern California, where attention-grabbing landmarks have tended to be private houses rather than public buildings or grand civic spaces. Chase was a dedicated pedestrian who learned to read the cityscape on foot but also an urban designer with a sharp understanding of how architecture in Southern California has to acknowledge the speed and flow of car traffic.

Chase was perhaps best known for his writing on architecture, urbanism, planning and preservation. Many of his essays are collected in "Glitter Stucco & Dumpster Diving: Reflections on Building Production in the Vernacular City," published by Verso Press in 2000. With Frances Anderton he wrote a 1997 study of Las Vegas architecture and urbanism. Chase was also an editor, with John Kaliski and Margaret Crawford, of the 1999 book "Everyday Urbanism," which was updated in 2008. He died on August 13, 2010 at the age of 57.

Excerpts taken from Christopher Hawthorne's LA Times article, August 18, 2010

CREATIVE COMMUNICATIONS AWARD NOMINEES



LUCKY BREAK PUBLIC RELATIONS

Lucky Break Public Relations, founded in 2010, is a minority-owned and operated public relations, strategic marketing, and digital media firm representing clients across entertainment, live events, non-profit, sports marketing, hospitality, consumer products, architecture and design, health and wellness, and diversity marketing. Known for elevating high-profile clients such as the OUTLOUD Music Festival, WeHo Pride Parade, and The Sunset Strip Business Improvement District, the agency combines innovative storytelling with cutting-edge media strategies to drive impactful results. LBPR consistently excels in amplifying brand visibility and audience engagement, positioning itself as a leader in the creative communications space.



VISIT WEST HOLLYWOOD: CREATORS OF WEST HOLLYWOOD CAMPAIGN

The Creators of West Hollywood is an integrated, multi-channel marketing campaign launched in 2022 by Visit West Hollywood. This campaign celebrates the city's vibrant, innovative, and creative community by showcasing tastemakers and trendsetters through a cinematic video series, a podcast, and written stories.

By partnering with media giants like Hearst and Condé Nast, and leveraging paid, earned, and owned media channels, the campaign gained more than 33 million impressions, highlighting West Hollywood's unique culture to targeted audiences. Through storytelling, the campaign reinforces West Hollywood's status as "The Creative City," positioning it as a prime destination for creative expression and innovation.



SWING MEDIA

Most of Swing Media's clients have been with them for over two decades, and they're about to celebrate 26 years!

OOH is still the #1 branding medium for fashion and entertainment. Knowing how over saturated social media and influencer marketing is now, Swing Media is seeing clients returning to OOH more than ever before. It is the only form of advertising that elevates a brand and separates it from all the others. And since Swing Media has great partnerships and relationships with all the top vendors on both sides of the pond, it makes all the difference in providing their clients with successful campaigns and activations.





INNOVATIVE SUSTAINABILITY AWARD NOMINEES



WEHO GREEN BUSINESS PROGRAM | SUSTAINABLE WORKS

Since 1998, Sustainable Works has helped lead the sustainability movement for Southern California, offering programs that engage businesses, students, and residents alike. They've partnered with cities like Santa Monica, Los Angeles, Culver City, Glendale, and West Hollywood to help outreach their sustainability goals.

Sustainable Works was chosen to develop and administer the newly launched Green Business Program as part of implementing the City's Climate Action and Adaptation Plan. WeHo Climate Action outlines how the city will achieve carbon neutrality by 2035 and adapt to the impacts of a changing climate while centering equity and quality-of-life outcomes for the community. Sustainable Works' mission emphasizes environmental protection, community participation, and education to foster a sustainable future.

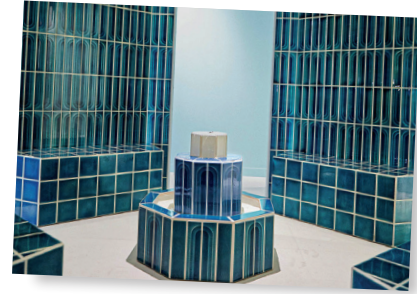


JUNKLUGGERS OF HOLLYWOOD

Declutter with Ease: The Junkluggers™ Way!

At The Junkluggers of Hollywood, a team of friendly and professional luggers is ready to help you reclaim your space, whether it's your home, office, or commercial property.

With Junkluggers's eco-friendly approach to junk removal, after collecting your unwanted items they sort through them, seeking opportunities to repurpose, donate, and recycle. Their goal is to keep items out of landfills and give them a new purpose whenever possible. When you choose The Junkluggers, you're not just getting rid of clutter – you're making a positive impact on the environment and the Hollywood and beyond community.



KOHLER EXPERIENCE CENTER

Over the last 150 years, innovation has always been in Kohler's DNA. This key pillar has guided the company to reinvent itself in different ways and adapt to the changing environment and world. In 2024, Kohler shifted its mission to integrate sustainable living into all parts of its business, from marketing, sales, product development and more. Still centered on its core values, Kohler's new mission is to help people live gracious, healthy and sustainable lives. The new mission further enables Kohler to deliver on their commitment to leaving the world a better place than they found it.

KOHLER.
Experience Center



THANK YOU WEHO

outloud

music festival AT WEHO PRIDE

Queer Music. Queer People. Queer Communities

JJLA extends a very special thank you to the West Hollywood business community, and the West Hollywood Chamber of Commerce, for our nomination for Best WeHo Attraction. We're honored to live, work and play in such a vibrant and inclusive City.

We promise to continue our mission to amplify
and elevate the full spectrum of LGBTQIA+ voices.

So join us, because together, we're louder.

For more info about OUTLOUD please visit www.weareoutloud.com or [@officiallyoutloud](https://twitter.com/officiallyoutloud)
To produce an award-winning event with JJLA email us at events@jj-la.com
Connect with us on social [@meetjjla](https://twitter.com/meetjjla)



WEHO ATTRACTION AWARD NOMINEES



JILA OUTLOUD MUSIC FESTIVAL AT WEHO PRIDE

Founded in 2009 by event producer Jeff Consoletti, JILA is an Emmy Award-winning live event production, experiential, and entertainment agency creating ground-up special events. The agency's OUTLOUD Music Festival at WeHo Pride and the WeHo Pride Parade are premier attractions drawing thousands of visitors to West Hollywood annually. The music festival is held over three days and features emerging and top artists including Kylie Minogue and Janelle Monáe. The WeHo Pride Parade is an iconic West Hollywood event that celebrates LGBTQ+ Pride and diversity with a procession featuring community organizations, performers, and prominent figures like Cyndi Lauper and Melissa McCarthy.



CIRCUS OF BOOKS

Founded in 1960, Circus of Books is one of the most well-known LGBTQ+ bookstores and adult entertainment stores internationally. Circus started as a bookstore and magazine shop but transitioned into an iconic hub for the gay community, during the height of the LGBTQ+ rights movement and the AIDS crises. They played a crucial role in providing access to LGBTQ+ literature, magazines, and adult films at a time when such content was often censored or difficult to find.

Circus reimagined itself 60 years later with a high-end boutique atmosphere featuring Gallery @ Circus, highlighting LGBTQ+ artists and a large selection of books by LGBTQ+ authors. Currently the book offering is featured at the Yves Saint Laurent Paris boutique as a YSL X Circus of Books pop up.



THE ABBEY FOOD & BAR

The Abbey is more than just a West Hollywood institution; it's Elizabeth Taylor's favorite pub and a cornerstone of LGBTQ+ culture and nightlife. Beloved by celebrities, locals, and tourists alike, The Abbey is the perfect place to meet old friends, make new ones, enjoy a generous martini, and indulge in a great time out. Renowned as "The Best Gay Bar in the World," The Abbey is a Tryst Hospitality destination, a Certified Safe Space by SIGBI, and owned by the Tristan Schukraft, known as "The CEO of Everything Gay." It's been 33 years, but the party is just getting started.





The Cancer Support Community Los Angeles
is honored to be nominated for a

2024 Creative Community Service Award!

Providing **free-of-charge** cancer services of psychological and emotional support to cancer patients and their loved ones in West Hollywood and beyond since 1982. Virtual or in-person, the Cancer Support Community is there for all experiencing cancer.

Thank you for the nomination!

- Julia Forth, CEO
and CSCLA Staff &
Board of Directors



Programs and services include:

- Support Groups & Counseling
- Healthy Lifestyle Classes including yoga, meditation, Reiki & more
- Child, Teen & Family Programs
- Educational Classes and Resources

Learn more and join at cancersupportla.org

CREATIVE COMMUNITY SERVICE AWARD NOMINEES



CAST TREATMENT CENTERS

CAST Treatment Centers in West Hollywood is a renowned leader in providing exemplary community service through its commitment to mental health and addiction recovery. Offering a compassionate and holistic approach, CAST has helped countless individuals on their path to healing, while advocating for mental health awareness and support within the community. Their dedication to philanthropic efforts extends beyond treatment, as CAST frequently engages in community outreach, educational programs, and partnerships with local organizations. By fostering a supportive environment and prioritizing well-being, CAST Treatment Centers have become a vital resource, making a profound impact on the West Hollywood community.



CANCER SUPPORT

COMMUNITY LOS ANGELES

For more than 40 years, CSCLA has provided evidence-based psychosocial support at no cost to all persons impacted by cancer in the Los Angeles area, especially those who have limited access to care as a result of entrenched health inequities, stigma, and discrimination. CSCLA serves over 3,000 community members annually through virtual and in-person programs each month, including individual counseling, support groups (including for Spanish and Korean speakers), healthy lifestyle classes, education workshops, social events, and more. Their mission is to uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.



THE COLLECTIVE REALTY

This is not your typical real estate office.

The Collective believes it's their responsibility to improve the communities in which they work. They host quarterly art shows supporting local artists, along with a silent auction to raise money for a local non-profit and have hosted nearly 45 since opening. The Collective agents love making sack lunches and passing them out to people experiencing homelessness around LA. Annually, they host WEHO FALL CARNIVAL - a free event for the community with a kids' corner, drag shows, free carnival food, and games, as well as 20 min real estate seminars. During the holidays, they collect gift cards for homeless youth with a comedy and drag show. The Collective Realty's main business is to help people build wealth through real estate; they sell homes AND they sell communities.



OPEN DAILY FROM 9AM - 3AM, 7 DAYS A WEEK, 365 DAYS A YEAR



www.pinkdot.com - 1.800 PINK DOT

KETEL YOUR SODA.

Congratulations, Capitol Drugs on receiving the 2024 Legacy Award



Please Drink Responsibly.
KETEL ONE Vodka. Distilled from wheat. 40% ALC/VOL.
©2017. Double Eagle Brands, LLC, Importers for Ketel One USA, Aliso Viejo, CA.

Ketel One
VODKA
• FAMILY MADE •

CREATIVE BUSINESS AWARDS PAST WINNERS

1989

J. Robert Scott & Assoc.
Le Dome
Nancy Heller Inc.
The Comedy Store
Western International Media (WIM)

1990

Design West Magazine's Offices
Espirit de Corps
EZTV
Mark Winoground
Sal Guarriello Story
Sunset Plaza

1991

Charles Constantino
Charles Luckman
Francis Montgomery
Joan Penfield

1992

9057 Nemo Street
Beverly Sunset Medical Plaza
Café La Bohème
Name that Toon
PAC PROP/Tishman West Companies
Ridely Scott Productions
Samaha Associates
Spago
West Hollywood Community
Housing Corporation

1993

Cedars-Sinai Medical Center
David Mitchell
Introvision
Le Montrose
Mike McNeilly
Paul Monette
Replay Country Store
Tony Melia

1994

Absolut Billboard
Book Soup Complex
Eastside Restaurants:
Checca, Fat Burger, Jones, Yukon
House of Blues
Jack Foreman
Kenneth Cole
Seana Amador/Carolco

1995

Center for Early Education
West Hollywood City Hall
Executive Car Leasing
MAC
New Line Cinema
The Argyle
Ronald S. Kates

1996

Bilboard Live
Christopher Street West
Daniel Saxon Gallery
Don't Panic
Le Colonial
Mogul-Savitz Property
Ramada
Western International Media (WIM)
Paul Brotzman

1997

FastFrame
Japonache
Mirabelle
Mondrian
Pacific Design Center
Project Angel Food
Ticketmaster
Warner Hollywood Studios

1998

Axis/Girl Bar
Best Western Sunset Plaza
Formosa Café
Gay Men's Chorus
Jules Seltzer
Koontz Hardware
Pacific Bell
West Hollywood Convention &
Visitors Bureau

1999

Borrelli Salon
Capitol Drugs
Captain Odenthal
Micky's
Phyllis Morris Originals
Rhomboid Sax
Sunset Marquis Hotel
John Douponce

2000

Key Club
The Abbey
San Vicente Inn
Antiquarius
665 Leather & Fetish Co
Whole Foods
The Grafton Hotel
Nita Casar

2001

Regency Outdoor
Myagi's
Le Parc Suite Hotel
MOCA @ PDC
The Luxury Edition
American Express
Blue Palms Restaurant
West Hollywood Sheriff's Department
Russ Wilson

2002

Babyhead Productions
French Quarter Rest
Wyndham Bel Age
Avenues of Art & Design
LA Sporting Club
Bristol Farms
Kim Schneider DBL
Mark E. Lehman

2003

The Lot
Trocadero, Cabo, Fiesta
Hyatt West Hollywood
JANUS et Cie
Equinox
Kinara Spa
Congregation Kol Ami
John Altschul

2004

here lounge
Doug Arango's
Atlantis Events
John Varvatos
Hornburg Jaguar Land Rover
JH Snyder
LA Gay & Lesbian Center
Ruth Tittle

2005

Clear Channel Outdoor
Pomodoro Cucina Italiana
All-Travel.com
The Empty Vase Florist
Pacific Sun
Richard Abramson Architect AIA
Metropolitan Community Church
Arich Berghammer

CREATIVE BUSINESS AWARDS PAST WINNERS

2006

BIN 8945 Wine Bar and Bistro
Michael Spencer
Joel H. Mark, Photographer
LeDerma
Todd Gurvis
Wells Fargo Bank
Steve Afriat, The Afriat Consulting Group
Christopher V. Bonbright

2007

Pinkberry
House of Blues
Trilogy Financial Services
Brad Burlingame
Lorcan O'Herlihy Architects
IN Magazine
Nadia Sutton
Here! TV
James Ward Litz

2008

California National Bank
Tinto Tapas España
Sunset Marquis Hotel and Villas
TOTO, USA, Inc.
Equality California
Cake and Art
Chris McKenry
CBS Outdoor
Deborah Kallick

2009

Petrossians Paris
Mickys
London West Hollywood
Yogurt Stop
Pavilions
Sandy Arison
Card One
Live on Sunset
West Hollywood Book Fair
David Mason Eichman

2010

Food Lab
Andaz West Hollywood
Soho House
Multibrain
The Roxy Theatre
Christopher Street West
Hillary Selvin

2011

O! Burger
Tender Greens
MDA Johnson Favaro
RED Studios
Sunset Strip Music Festival
Friends of the West Hollywood Elementary
George Rosenthal

2012

Sunset Strip Farmers Market
SUR Restaurant and Bar
HBO
The Abbey Restaurant and Bar
Christopher Guy
Truman & Elliott LLP
Zev Yaroslavsky

2013

Tortilla Republic
Innovative Dining Group (IDG)
Rock N' Reilly's
Marco Pelusi Hair Studio
Visionary Digital Enterprises
Sunset Tower Hotel
Capitol Drugs
Nathan Goller

2014

Gracias Madre
LIFT West Hollywood
Oliver's Prime @ The Grafton on Sunset
Visit West Hollywood
Sunset Marquis Hotel & Villas
Los Angeles LGBT Center
Lou Adler

2015

Cedars Sinai
Restoration Hardware
The London West Hollywood
WEHOville
The Trevor Project
PUMP
Alberto Borrelli

2016

City of West Hollywood & Unitronics
Own: Oprah Winfrey Network
Vanity Girl Hollywood
West Hollywood Lifestyle Magazine
kitchen24
Covenant House California
Levin Morris Architects
Craig Susser

2017

Tocaya Organica
Faring
Café D'Etoile
Catch LA
Sam Borelli
WHCHC
Jon Viscott
Alan Johnson & William Karpiak

2018

Saved By The Max
La Peer Hotel
MedMen
Rock 'n Walk Tours
Sunset Trip
City of West Hollywood Communications Department
Beverly Center
Friends of the West Hollywood Library
Rod Gruendyke

2019

Pura Vita
Healthy Spot
Conservatory West Hollywood
The RealReal
Weho Times
Block Party
Project Angel Food
Jamie Adler

2020

Postponed due to COVID-19

2021

Better than Sex: A dessert restaurant
Pendry's West Hollywood
Rocco's West Hollywood
Soulmate
We Know Weho Podcast
La Boheme: A Global Dining Corp
Global Green
Keith Kaplan & Mylena Christina,
Sotheby's International Realty
David Cooley

2022

The Rink at Summer on Sunset
Hotel Ziggy by Springboard Hospitality
Welcome to the Brightside
Orange Barrel Media
Tail O' the Pup
1 Hotel West Hollywood
Tom Sopit, Employees Only
PINK DOT

2023

EVERYTABLE
The DEN on Sunset
Artlounge Collective
Netflix Billboards
Andaz West Hollywood
The Butcher's Daughter
Being Alive!

Willa Cutolo Photography



About Me:

I thrive when I'm covering events, making images of folk on their own terms, and creating photographs for organizations that represent the hard work they do. My role as a photographer is to allow clients to focus on their event and rest easy knowing that I'm creating timeless images and elevating their guests' experience.

Why Willa?

- ★ Bespoke imagery for your business
- ★ Warm, approachable, and fun at parties
- ★ Detailed posing instruction to help you feel your best
- ★ Valuable media for social platforms, websites, and marketing materials



<https://willa.camera>



willacutolo@gmail.com

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- PRODUCTION
- BRANDING
- MEDIA PLANNING
- MEDIA BUYING
- CORPORATE VIDEO



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Branding & Design Gurus



Congratulations **CAPITOL DRUGS** on *The Legacy Award* and to all the WHCC/CBA Honorees



red studios.com

2011 Creative Communications Award recipient