

A stylized, high-contrast illustration of a horse's head in profile, facing right. The horse is rendered with vibrant, glowing lines in shades of orange, red, and blue against a dark, starry background. The mane and tail are depicted as flowing, energetic streaks of light. The overall style is reminiscent of a digital or neon art style.

**WEHO
STATE OF
THE CITY
2026**

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WEST HOLLYWOOD CHAMBER OF COMMERCE

MISSION STATEMENT

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 •Effective communication

2026 BOARD OF DIRECTORS:

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Sunset Strip Business Improvement District (represented by WHCC)

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WEST HOLLYWOOD CHAMBER OF COMMERCE CHAIR'S WELCOME



Dr. Raja Sannidhi
Chair
West Hollywood Chamber of Commerce

June 23, 2026

On behalf of the West Hollywood Chamber of Commerce Board of Directors and the City of West Hollywood, welcome to State of the City 2026.

This year's theme, **Unbridled Momentum: *Driving Vision, Opportunity, and Community***, reflects the energy, innovation, and collaboration shaping West Hollywood today. Momentum is more than movement, it is purposeful progress driven by leaders, organizations, and community members who are invested in our shared future.

Today's program brings together Mayor John Heilman, City Manager Jackie Rocco, and Chamber leadership to discuss the opportunities, challenges, and priorities that will help define West Hollywood's next chapter. As part of the broader Momentum 2026 series, State of the City serves as a key convening point for business, civic, and community leadership, highlighting the partnerships that strengthen our city's economic vitality and global reputation.

This afternoon, we are also honored to present the **2026 Ed Levin Award for Design Excellence** to **Ian Schrager**, whose contributions to hospitality, design, and placemaking have helped shape some of West Hollywood's most iconic destinations and elevated the city's standing on the world stage.

I would like to thank our presenting sponsor, U.S. Bank, our partners at the City of West Hollywood, and the many sponsors and supporters whose generosity makes today's event possible. Your investment helps create the connections, conversations, and opportunities that move our community forward.

As Chair of the West Hollywood Chamber of Commerce, I have been continually inspired by the people and partnerships that make this city such a dynamic place to live, work, visit, and do business. Together, we are building on a strong foundation and creating momentum that will benefit West Hollywood for years to come.

On behalf of the Board of Directors, thank you for joining us. I hope you enjoy today's program and leave energized by the opportunities ahead.

Warm regards,
Dr. Raja Sannidhi
Chair, Board of Directors
West Hollywood Chamber of Commerce

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Orange Barrel Media proudly supports the West Hollywood Chamber of Commerce's **WEHO State of the City 2026**. A hearty congratulations to **Ian Schrager** for receiving the **Ed Levin Award for Design Excellence**.



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CITY OF WEST HOLLYWOOD

MISSION STATEMENT

As a premier City, we are proactive in responding to the unique needs of our diverse community, creative in finding solutions to managing our urban environment, and dedicated to preserving and enhancing its well-being. We strive for quality in all our actions, setting the highest goals and standards.

CORE VALUES

Respect and Support for People • Responsiveness to the Public
Idealism, Creativity and Innovation • Quality of Residential Life • Economic Development
Public Safety • Responsibility for the Environment

CITY COUNCIL

John Heilman, Mayor
Danny Hang, Vice Mayor
Chelsea Lee Byers, Councilmember
John M. Erickson, Councilmember
Lauren Meister, Councilmember

CITY MANAGER'S DEPARTMENT & ECONOMIC DEVELOPMENT DEPARTMENT

Jackie Rocco, City Manager
Steve Campbell, Assistant City Manager
Laura Biery, Director of Economic Development
Rebecca Ehemann, Arts Manager
Paolo Kespradit, Business Development Manager
Andi Lovano, Assistant to the City Manager



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We are inspired by your passion,
drive and determination to make
an impact

Congratulations to **Ian Schrager**, the recipient of the Ed Levin Award for Design Excellence, a creator whose work has shaped environments—and the feelings we find within them.





STATE OF THE CITY 2026

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Photography by JON VISCOTT Printing by DESIGN PRINTING Awards & board badges by HOLLYWOOD TROPHY Audio + visuals by ENCORE GLOBAL

WITH GRATITUDE

JACKIE ROCCO, LAURA BIERY, PAOLO KESPREDIT, LAURA D'AMBROSIA, AND

PANEL MODERATOR, GREG RANG & GUESTS: TOM KIELY, NARBEH GHAZALIAN, CAITLIN PENNY, AND OLIVER GABAY

A SPECIAL THANKS TO MARKO MALHERBE, THE LONDON WEST HOLLYWOOD AT BEVERLY HILLS SENIOR CATERING SALES MANAGER FOR CORPORATE EVENTS

THANK YOU TO ALL OUR TABLE, TICKETS & AD PURCHASERS!



**WEHO
STATE OF
THE CITY
2026**

**CONGRATULATIONS, IAN SCHRAGER,
THE 2026 RECIPIENT OF
THE ED LEVIN AWARD FOR
DESIGN EXCELLENCE**

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

TODAY'S PROGRAM



WEST HOLLYWOOD CHAMBER OF COMMERCE'S

STATE OF THE CITY 2026

UNBRIDLED MOMENTUM: DRIVING VISION, OPPORTUNITY, AND COMMUNITY

PRESENTED BY



TUESDAY, JUNE 23, 2026

11:00 AM – 1:30 PM

THE LONDON WEST HOLLYWOOD AT BEVERLY HILLS

WELCOME & ACKNOWLEDGEMENTS

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Jacob Shaw, WHCC Interim President & CEO

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MAYOR'S ADDRESS

Mayor **John Heilman**

STATE OF THE CITY ECONOMIC REPORT

Jackie Rocco West Hollywood City Manager

West Hollywood in Motion: Partnerships Driving Growth and Opportunity

A PANEL DISCUSSION

MODERATED BY:

Greg Rang, Executive Director West Hollywood Design District

WITH PANELISTS:

Tom Kiely, CEO Visit West Hollywood

Narbeh Ghazalian, Director, The Sunset Strip

Caitlin Penny, Chair West Hollywood Design District

Oliver Gabay, WHCC Board of Directors Member

PRESENTATION OF THE ED LEVIN AWARD FOR DESIGN EXCELLENCE

PRESENTER, **Jorge Nariño**, Levin-Nariño Architects, Inc.

HONORING **Ian Schrager**, PUBLIC West Hollywood

ABOUT STATE OF THE CITY

State of the City is a West Hollywood Chamber of Commerce event to engage the city's business leaders and the community at large in conversation about new initiatives, economic trends, and innovations in the city.

MAYOR'S BIOGRAPHY



Mayor
City of West Hollywood
John Heilman

Mayor John Heilman was active in the incorporation of the City of West Hollywood and was elected to the City's first City Council in 1984. He currently serves as Mayor for 2026 and is one of the longest-serving openly LGBTQ+ elected officials in the United States. In 2025, he was inducted into the LGBTQ+ Victory Fund Political Hall of Fame in recognition of four decades of leadership and public service.

A champion of affordable housing, Heilman helped establish the West Hollywood Community Housing Corporation, contributed to the City's Rent Stabilization Ordinance, and helped create West Hollywood's inclusionary housing policies. He also authored landmark protections against discrimination based on HIV/AIDS and helped advance policies protecting gender identity and reproductive rights.

Throughout his tenure, Heilman has helped shape many of the City's defining institutions and initiatives, including the West Hollywood Library, senior and advisory boards, and programs supporting the City's diverse communities. He also played a key role in establishing Visit West Hollywood and the City's business improvement districts.

Heilman currently serves on several City Council subcommittees and as Metro liaison. He holds degrees from Northwestern University, USC, and graduate degrees in public administration and real estate development. In addition to his public service, he teaches law at Southwestern Law School and USC Gould School of Law.

CITY MANAGER'S BIOGRAPHY



City Manager
City of West Hollywood
Jackie Rocco

Jackie Rocco serves as City Manager of West Hollywood and is the City's Chief Administrative Officer, responsible for overseeing municipal operations, implementing City Council priorities, and ensuring effective delivery of services to the community.

Rocco has served the City of West Hollywood for approximately 18 years and brings more than 27 years of executive and management experience in both the public and private sectors. During her tenure with the City, she has held leadership positions including Parking Operations Manager, Business Development Manager, Director of Public Works, Deputy City Manager, and Assistant City Manager.

Her work has included oversight of city operations, infrastructure and development initiatives, economic development programs, public works, parking services, and organizational change management. She has also completed executive leadership programs through the California City Management Foundation and the International City/County Management Association.

Prior to joining the City, Rocco held senior leadership positions in operations, technology services, parking management, and housing administration. She holds a Bachelor of Arts in Political Science and a Master of Arts in Urban Planning from UCLA.

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WeHo Loves Locals is a special program developed by the City of West Hollywood to make it easy to show local love, comprised of both a convenient digital gift card as well as exclusive offers for West Hollywood residents. Buy a digital gift card for yourself or a friend and use it at dozens of great West Hollywood businesses.

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momentum

2026

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WHCC

Powering Business. CHAMBER OF COMMERCE
Advancing Community. Driving What's Next.

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State of the City is one of three signature events that power the West Hollywood Chamber of Commerce's Momentum 2026 campaign.

From business leadership and civic engagement to creativity and innovation, Momentum celebrates the people and organizations moving West Hollywood forward.

Explore sponsorship opportunities across all three signature events and discover how your organization can be part of the story.

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*Momentum is more than motion.
It's the force that drives progress
& advances community*



CELEBRATING THE ICONS WHO SHAPE OUR CITY

Behind every groundbreaking moment is a community of leaders who believe in West Hollywood's potential. As we gather to honor our city's progress, we celebrate the stakeholders who turn vision into reality.

Congratulations to Ian Schrager on receiving the Ed Levin Award for Design Excellence—a well-deserved recognition of the architectural innovation that helps define our city's distinctive character.



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IAN SCHRAGER

On Receiving
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We are so honored to be
your partner in bringing
creativity back to
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ABOUT THE ED LEVIN AWARD FOR DESIGN EXCELLENCE



Ed Levin
1952 – 2022

Ed Levin was born October 22nd, 1952, in the city of Schenectady, New York. He was a professional architect for 49 years based in West Hollywood. Ed received his bachelor's degree from Cornell and master's degree from Harvard University; he was on the faculty at Carnegie Mellon University. At Harvard University, early in his career, he formed a partnership with his late wife, Ellen, called Leavenworth and relocated to L.A. in 1981. Eventually making his way to West Hollywood, he worked for several years with Barton Myers and Associates in Los Angeles, where he met his current business partner, Jorge Narino. After many years working together, he and Jorge partnered together opening Levin-Narino eight years ago.

He was known locally for his architectural work, including a number of residential and mixed-use buildings in West Hollywood, Beverly Hills, and Los Angeles. He served on task forces, advisory groups, and was a leading voice helping to develop West Hollywood's green building ordinance. He regularly wrote to local and state officials helping to craft housing policy and code that was at once fair, thoughtful, and logical. Ed was an incredibly principled person and strove for excellence in all that he did. His adherence to his principles always commanded the respect of others, even when they might have disagreed with him. He served the city for at least 17 years as a commissioner on West Hollywood's Historic Preservation Commission and helped guide efforts to survey the city's historic past. Ed also served on the Beverly Hills Architectural Review Board for several years; he had a passion for historic structures and lived in Bryant's 1928 Romanesque Villa, a Spanish colonial style apartment building on North Harper Avenue. A small firm practitioner, he also made time to serve for the past two decades on the West Hollywood Chamber of Commerce's Governmental Affairs Committee.

IAN SCHRAGER
HONOREE
ED LEVIN AWARD FOR DESIGN EXCELLENCE



For over 5 decades, since the 70s, Ian Schrager has achieved international recognition for concepts that have revolutionized the entertainment, hospitality, food and beverage, retail and residential industries. Few people, if any, have had the impact on popular culture that Ian Schrager has. He has changed the way we live our lives, entertain ourselves, party, dance, socialize, holiday, work, dine, drink, play, shop and even how we see the world. He has single-handedly changed industries. His passionate commitment to the modern lifestyle has been expressed through a series of pioneering concepts and the creation of numerous original innovations in the industries he has touched. These innovations have become standards and continue to be imitated throughout the world.

His keen instincts for the mood and feel of popular culture were honed during the 70s and 80s, when he and his late business partner, Steve Rubell, created the legendary and groundbreaking Studio 54 and Palladium nightclubs. They soon turned their attention to the hotel business, opening Morgans hotel in 1984, introducing the concept of the “boutique hotel” to the world.

The partners saw the opportunity to challenge the traditional “take no offense” white box and mass-market mentality in favor of something more unique, daring and original-something that gave people an elevated experience and elicited an emotional, visceral reaction. What was accomplished, for the first time, was that a hotel could appeal to a sensibility no matter what age, economic status, where one lived or their occupation, and be freed from the constraints of traditional demographics. The entire hotel industry was turned on its head.

Part visionary, part social scientist, part businessman with a gift for seamlessly integrating art and commerce, everything Ian Schrager has accomplished chronicled the cultural narrative of that time and has been an unequivocal success. His projects became forever engrained in the fabric of city life and are as relevant today as they were when he first created them.



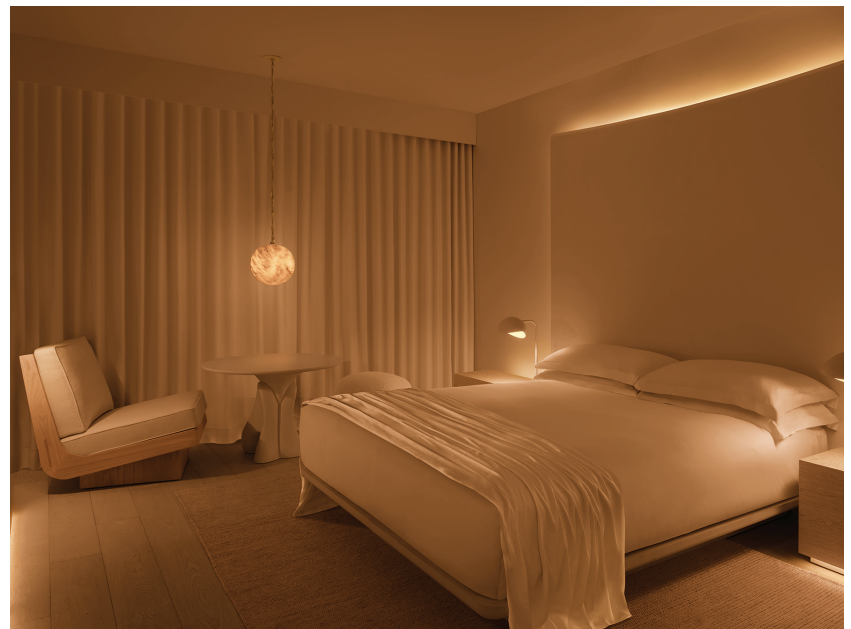
IAN SCHRAGER
HONOREE
ED LEVIN AWARD FOR DESIGN EXCELLENCE

Schrager's brand PUBLIC hotels, for which he is more excited than when he invented the boutique hotel space 25 years ago, is destined to have the same cultural impact. PUBLIC is a further evolution of what he started. Although with the same sex appeal, visual provocation and excitement as his previous hotels, it gets down to the basics, no pretense or artifice—just great style, great service and great value. PUBLIC is friendly, accessible, inviting and approachable and you don't need to sacrifice anything to stay in the coolest place in town. This brand is responding to an oversaturated overpriced market of wannabes, replicas, and “design on steroid” hotels that have no distinct vision or nothing much to say, if anything. For Schrager, it has always been about the product, and nothing else. It is for this reason that Bill Marriott chose him as a partner, when he could have chosen anybody in the world, to catapult the giant hotel company into the lifestyle space. Schrager, who never cared about scale or global expansion, thought it would be a fun thing to try.



Now is the ideal time to acknowledge his 5 successful decades in the business. He has undoubtedly secured his reputation and iconic status not for celebrity's sake, but rather for the significance and relevance of his work. He is and will always be, the original original.

Not resting on past successes and with the hunger, curiosity, ambition and fearlessness to go off into uncharted territory, Ian Schrager's best work is still to come, and in true Schrager fashion, he is saving his best for last.



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CONGRATULATIONS TO

Ian Schrager

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TODAY'S DISCUSSION

West Hollywood in Motion: Partnerships Driving Growth and Opportunity



MODERATOR

Greg Rang

Executive Director
West Hollywood Design District

A Los Angeles native, Greg Rang has an extensive history in the City of West Hollywood. As a product placement executive at New Line Cinema, and later overseeing entertainment marketing initiatives for clients such as DIAGEO, Moët Hennessy and TAG Heuer at PMK/BNC, Greg has three decades of experience connecting global brands with consumers through the lens of creative storytelling, popular culture and entertainment.

With an office in the Pacific Design Center for 13 years, Greg's exposure to high design inspired a shift in career, leading to his role as Executive Director of the West Hollywood Design District. During his tenure, the District has expanded and diversified its Board, launched a new website and introduced its signature Design West Hollywood event as well as the award winning, Design District ArtWalk. In collaboration with his Board of Directors, City Staff and City Council, Greg oversees marketing, events and community outreach for more than 240 brands and businesses in the Design District.

TODAY'S DISCUSSION

West Hollywood in Motion: Partnerships Driving Growth and Opportunity



PANELIST

Tom Kiely
CEO Visit West Hollywood

Tom Kiely is the President & CEO of Visit West Hollywood, the official marketing organization for the city of West Hollywood, a role he has held since 2016. He leads an expanding team, along with multiple international offices, promoting West Hollywood, California as a first-choice destination for domestic and international visitation.

Before joining Visit West Hollywood, Tom was Executive Vice President, Tourism at the San Francisco Travel Association, where he coordinated all sales efforts to attract leisure visitors to San Francisco from both the USA and international markets.

With over a 40-year career in travel and tourism, Tom has held executive management roles with Walt Disney Parks and Resorts, Universal Studios Hollywood, Monte Carlo Resort and Casino in Las Vegas, and Atlantis - The Palm Resort in Dubai.

Tom is an influential figure in the tourism industry, having served on the boards of the U.S. Travel Association, California Travel Association, and the International LGBTQ+ Travel Association (IGLTA).

TODAY'S DISCUSSION

West Hollywood in Motion: Partnerships Driving Growth and Opportunity



PANELIST

Caitlin Penny
Chair West Hollywood Design District

Caitlin Penny is the Managing Director of Rose Tarlow Melrose House, the furniture and design house on Robertson Boulevard in West Hollywood. She also serves as Chair of the West Hollywood Design District Board of Directors, where she helps lead one of the premier design destinations on the West Coast — home to the world's leading designers, galleries, showrooms, and brands. In both roles, Caitlin sits at the intersection of business, culture, and community, championing West Hollywood as a global hub for design and creativity.

TODAY'S DISCUSSION

West Hollywood in Motion: Partnerships Driving Growth and Opportunity



PANELIST

Narbeh Ghazalian,
Director The Sunset Strip

Narbeh Ghazalian is an entrepreneur, business leader, and the Co-Founder and Owner of Dialog Cafe, one of West Hollywood's most recognized independent hospitality brands. Over the past 15 years, he has helped grow Dialog from a single neighborhood café into a thriving business known for quality, community, and innovation.

In addition to his work in hospitality, Narbeh is the CEO of AdNet LLC, a performance marketing and technology company that helps businesses scale customer acquisition and growth. His experience spans hospitality, digital marketing, technology, and real estate, giving him a unique perspective on entrepreneurship and economic development.

A husband and father of three sons, Narbeh is deeply passionate about health, wellness, and creating businesses that positively impact people's daily lives. This passion has been a driving force behind Dialog's focus on quality ingredients, balanced nutrition, and community connection.

As a founder and hands-on operator, Narbeh brings practical insight into business growth, workforce development, and the evolving role of local businesses in building vibrant communities. He remains committed to fostering innovation, creating opportunities, and contributing to the long-term success of the communities his businesses serve.

TODAY'S DISCUSSION

West Hollywood in Motion: Partnerships Driving Growth and Opportunity



PANELIST

Oliver Gabay

Real Estate Developer | Community
Advocate | Civic Leader

Oliver Gabay is a Los Angeles-based real estate developer at The Charles Company, a privately held real estate investment and development firm with a longstanding history of shaping California's commercial and mixed-use landscape. Working alongside his father and uncle, Oliver has spent the past decade overseeing significant developments in West Hollywood and throughout California, bringing expertise in land use, planning, development, and city relations.

The Charles Company's portfolio includes shopping centers, medical facilities, office buildings, multifamily residences, and hospitality projects designed to enhance the character and vitality of the communities they serve.

A strong advocate for civic engagement and community investment, Oliver has served on the boards of The Magbit Foundation and ICSC Next Gen Los Angeles, supporting youth development, mentorship, and professional leadership initiatives. He is also an alumnus of The Maher Fellowship, a leadership program focused on civic engagement and social impact.

Oliver earned his degree in Policy, Planning & Development from the University of Southern California and is passionate about fostering thoughtful growth, innovation, and long-term collaboration that strengthens West Hollywood's business community and quality of life.



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Congratulations, Ian Schrager, the
2026 recipient of the ED Levin
Award for Design Excellence

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Schrager

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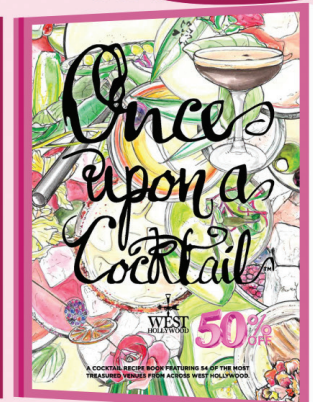
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became iconic and
Once Upon a Cocktail
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glamour, nightlife, community,
and unforgettable lore.





On Behalf of the West Hollywood Design District,
the WHDD Board of Directors Congratulates

Ian Schrager

the 2026 Recipient of the
Ed Levin Award for Design Excellence!

Celebrating the leaders, ideas and design that shape West Hollywood



WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

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THURSDAY, JULY 16, 2026 5 to 7 PM

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- Learn how membership supports growth
- Explore resources, perks, and programs

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and continued education.

WHO WE ARE

We are a community partner in **West Hollywood** committed to working together to make positive changes that enhance where we live & work.

West Hollywood May 2026 Market Snapshot



75

ACTIVE LISTINGS



\$1.61M

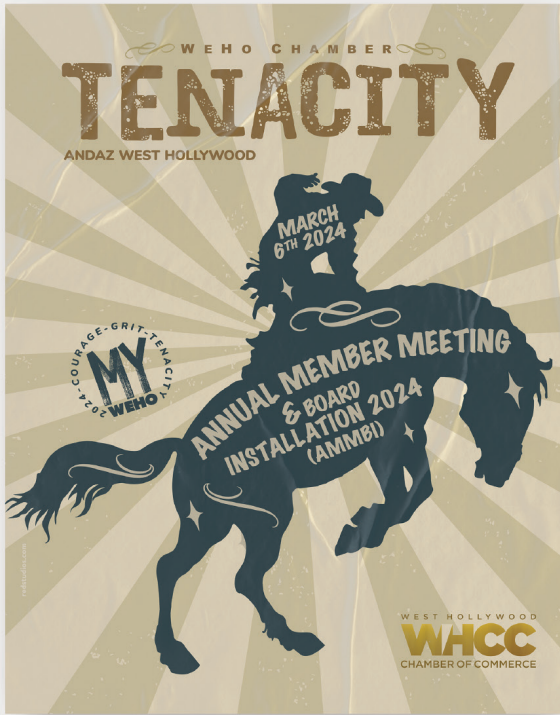
MEDIAN PRICE



45

DAYS ON MARKET
(MEDIAN)

*Data courtesy of VestaPlus powered by the MLS. All data cited is for single-family homes.



Event Collateral & Consulting



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Digital & AI Strategies



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Congratulations to Ian Schrager the recipient
of the Ed Levin Award for Design Excellence,