



TURNING THE PAGE & MOVING FORWARD SETBACKS TO SOLUTIONS

**ANNUAL MEMBER
MEETING & BOARD
INSTALLATION 2025**

ANDAZ WEST HOLLYWOOD MARCH 6, 2025

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE



Athens Services



IS PROUD TO SPONSOR THE




2025 WEST HOLLYWOOD CHAMBER OF COMMERCE

ANNUAL MEMBER MEETING AND BOARD INSTALLATION

Congratulations to David Wood on receiving the prestigious Ray Reynolds Award in recognition of his outstanding dedication and advocacy for the businesses of West Hollywood

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-  C&D Recycling



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Athens Services

HI WEST HOLLYWOOD!

REMINDER: PROPER WASTE SEPARATION IS NOT ONLY GOOD FOR OUR ENVIRONMENT BUT IT IS THE LAW!

Athens' "What Goes Where" interactive recycling guide is your go-to resource for correctly disposing, reducing, reusing, recycling, and composting unwanted waste material.



Visit CanIRecycleMy.com
or scan the QR code

GREEN BIN = ORGANICS

Green waste, food scraps,
and food-soiled paper



BLUE BIN = RECYCLING

Plastic, paper, cardboard, glass,
metals, and food containers



BLACK BIN = TRASH

Styrofoam, flimsy plastics, coffee
pods, tea bags, and misc.



Congratulations **DAVID WOOD**

for being recognized with
the 2025 Ray Reynolds Award

Thank You

for your commitment and dedication
to the WeHo business community.



OUTFRONT

The people who encourage
and inspire us the most
are often those in
our own community

Congratulations to the recipient
of the Ray Reynolds Award

David Wood

We are pleased to support the
West Hollywood Chamber of Commerce at its annual
Member Meeting and Board Installation



ANNUAL MEMBER MEETING & BOARD INSTALLATION (AMMBI)
MARCH 6, 2025

SPECIAL THANKS TO OUR SPONSORS

PRESENTING SPONSORS



GOLD SPONSORS



SILVER SPONSORS

SUNSET MARQUIS HOTEL ORANGE BARREL MEDIA CAPITOL DRUGS

BRONZE SPONSORS

GREATER LOS ANGELES REALTORS ASSOCIATION KOHLER EXPERIENCE CENTER NEON OASIS PALM SPRINGS PROPERTIES

PRODUCED BY CHAMBER MEMBERS

VENUE & CATERING BY ANDAZ
GRAPHICS BY REDSTUDIOS.COM

PHOTOGRAPHY BY JON VISCOTT PHOTOGRAPHY
PRINTED BY DESIGN PRINTING

AWARDS & BOARD BADGES BY HOLLYWOOD TROPHY
AUDIO + VISUALS BY ENCORE GLOBAL

SPECIAL THANKS TO, ALEXIS HUREY, ASSOCIATE DIRECTOR OF EVENTS

CORE VALUES



- Passionate dedication to the community
- Impactful leadership with integrity
- Respected and knowledgeable resource
- Effective communication

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



ANNUAL MEMBER MEETING & BOARD INSTALLATION (AMMBI)

PRESENTED BY



TODAY'S PROGRAM

MARCH 6, 2025 | 8:30 A.M. – 11:30 A.M.

WELCOME & REMARKS

Raja Sannidhi, WHCC CHAIR

Genevieve Morrill, PRESIDENT & CEO, WEST HOLLYWOOD CHAMBER OF COMMERCE

Jennifer Masterson, ATHENS SERVICES, VICE PRESIDENT, GOVERNMENT AFFAIRS

PRESENTATIONS

2024 YEAR IN REVIEW

WHCC PRESIDENT & CEO, Genevieve Morrill

WHCC VISION FOR 2025

WHCC PRESIDENT & CEO, Genevieve Morrill

THE PASSING OF THE GAVEL

WHCC, IMMEDIATE PAST CHAIR, David Wood

THE RAY REYNOLDS AWARD

PRESENTED BY WHCC CHAIR, Raja Sannidhi

HONORING David Wood, DAVID WOOD INSURANCE

OUTGOING BOARD MEMBERS

PRESENTED BY WHCC CHAIR, Raja Sannidhi

MEMBER RECOGNITION

PRESENTED BY WHCC VICE CHAIR, MEMBERSHIP, Jonathan Wilson

HONORING The Butcher's Daughter

HONORING KOHLER Experience Center

HONORING The Third Degree

HONORING Springboard Hospitality Group

WHCC 2025 BOARD OF DIRECTORS INSTALLATION

INSTALLING OFFICER, Captain William Moulder, WEST HOLLYWOOD SHERIFF'S STATION

PROGRAM CLOSE



2025 BOARD OF DIRECTORS & OFFICERS

2025 BOARD OF DIRECTORS

CHAIR: Raja Sannidhi, Capitol Drugs / PowerZone
IMMEDIATE PAST CHAIR: David Wood, David Wood Insurance
FIRST VICE CHAIR: Stephanie Cohen, Cedars-Sinai
CHIEF FINANCIAL OFFICER: Richard Alexander, U.S. Bank
VICE CHAIR GOVERNMENTAL AFFAIRS: Sherri Franklin, Urban Design Center / GOAT Global Cannabis
VICE CHAIR MEMBERSHIP: Jonathan Wilson, Dubb Value Creation
VICE CHAIR EVENTS: Jacob Shaw, Beaches Tropicana / Baja by Beaches
SECRETARY: Mark E. Lehman, Law Offices of Mark E. Lehman

BOARD MEMBERS

Sarah Adolphson, The Artemis Agency
Christopher Bonbright, Avison Young
Jonathan Cottrell, GYM Bar WeHo
Anne Marie Doyle, Pendry West Hollywood
Rod Gruendyk, Sunset Marquis
Jay Handal, The WOODS WeHo
Carl Hubbard, Mondrian
Leo Medeiros, The Agency / Pendry Residences
Richard Montgomery, OUTFRONT Media
Reshma Pendelton, Netflix
Brian Parent, Beverly Center / Taubman
Morad Parsa, Wells Fargo
Nick Rimedio, W Hollywood Hotel
Maxine Tatlonghari, American Lung Association

BOARD OF GOVERNORS

David Eichman, Law Office of David Mason Eichman
Todd Elliott, Truman & Elliott, LLP
Hany Haddad, HH Business & Nonprofit Consultant
Joan Henehan, Retired financial advisor
James W. Litz, BH/GLAAR Assoc. of Realtors
Tony Melia, National Business Insurance Agency
Mark Montgomery, Montgomery Management Company
Gene R. Smith, Gene Smith + James Litz
Russ Wilson, Koontz Hardware
Don Zuidema, former owner LASC

AFFILIATE MEMBERS

Tom Kiely, West Hollywood Travel & Tourism Board
Greg Rang, West Hollywood Design District
Sunset Strip Business Improvement District (represented by WHCC)

THE CHAMBER TEAM

Genevieve Morrill President & CEO	John-Baptiste Godard Chief Financial Officer
Nalani Santiago Programs & Communications Manager	Jamie Wilson Membership & Marketing Manager
	Andrea Entz Office Administrator

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wehochamber.com
buildinganddesignweho.com
creativemeetingsandeventsweho.com
wehochamber.com/small-business-foundation

Facebook @wehochamber
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Instagram @wehochamber

MESSAGE FROM CHAMBER CHAIR



Dear Members of the West Hollywood Chamber of Commerce,

It is with great excitement and gratitude that I welcome you to the West Hollywood Chamber of Commerce's Annual Member Meeting and Board Installation (AMMBI) for 2025. This gathering is a time to reflect on 2024's achievements, look forward to new opportunities in 2025, and celebrate the strength of our business community. Whether you are a long-standing member or new to our Chamber, your presence and participation make this organization thrive.

As a pharmacist, I understand the importance of precision, collaboration, and innovation—principles that also define the Chamber's work in advocating for businesses across our dynamic city. Over the past year, the Chamber has taken significant strides in strengthening our business ecosystem, addressing critical issues, and fostering meaningful connections.

Today, we proudly honor David Wood, Immediate Past Chair, with the Ray Reynolds Award for his leadership and unwavering dedication to the Chamber and our business community. His advocacy, innovation, and collaboration have strengthened our organization and the businesses we serve.

We also recognize four outstanding local businesses for their exceptional service to the community: The Butcher's Daughter, The Third Degree, KOHLER Experience Center, and Springboard Hospitality Group. These businesses consistently step up when help is needed, demonstrating generosity and commitment that inspire us all.

As we move into 2025, our Chamber remains a powerful voice for business interests, exemplified by our immediate response to the economic impact the fires have caused our small businesses with the WeHo Gives Back campaign to help drive business into our commercial districts. We are also continuing to expand impactful programs for our members, manage our beloved business improvement districts, West Hollywood Design District and The Sunset Strip, and provide access to valuable resources our businesses need to remain sustainable and thrive.

None of these accomplishments would be possible without the dedication of our Chamber's staff, led by President & CEO, Genevieve Morrill, and our talented team, who tirelessly advocate for our members. I also extend my appreciation to our Board of Directors and Board of Governors, whose commitment and vision drive our success.

Most importantly, I want to thank you, our Members. Your collaboration and passion fuel the Chamber's mission. Together, we will continue building a resilient, innovative, and thriving West Hollywood business community.

Here's to another year of progress and partnership!

Warmest regards,

A stylized, handwritten signature in black ink that reads "Raja".

Dr. Raja Sannidhi
Board Chair
West Hollywood Chamber of Commerce

SPECIAL MEMBER RECOGNITION

3



THE THIRD DEGREE

The Third Degree (TTD) provides services to the hospitality industry with the sensibility of scheduling and working with the demands of hotels and restaurants need for furniture for their operations. Rey III Viquez, a former architect and interior designer with over 25 years of experience, is the CEO of the hospitality furniture company.

Their portfolio of completed projects and ongoing work includes brands such as The Kimpton La Peer and Everly hotels, Sofitel at Beverly Hills, Erwin Hotel, The Hyatt JVD brand of hotels, Mission Pacific Hotel and Seabird, The Montage Group, Nobu in Malibu, Hawaii, Washington DC, and currently the Nobu restaurant in West Hollywood.

Rey serves on various committees and is a former Board member. He frequently gives his time to support the Chamber and its initiatives.

The Butcher's Daughter, a vibrant, plant-forward restaurant, café, and juice bar, actively engages with the local community through various initiatives. Community events, like Diva Hour, celebrate the energetic neighborhood with affordable well drinks, iconic diva soundtracks, Polaroid photos, and a lively atmosphere. Emphasizing authenticity and connection, The Butcher's Daughter also engages through local partnerships; by collaborating with local farms, they source fresh, seasonal produce, ensuring that every dish reflects the flavors of freshly harvested ingredients. The Butcher's Daughter also led the charge in supporting first responders and displaced persons during the devastating LA County fires this past January.



SPECIAL MEMBER RECOGNITION

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.



SPRINGBOARD
INVESTMENT ADVISORS



Springboard Hospitality Group team members are a diverse mix of independent innovators, savvy storytellers, adventure-seekers, tech entrepreneurs, free-thinkers and community leaders who go beyond the ordinary to deliver hospitality that transforms people, properties & communities.

Springboard has demonstrated a commitment to community engagement through its "Culture Champion Club," an initiative established to enhance employee satisfaction and community involvement across its properties. Celebrating its third anniversary in 2024, this program reflects the company's dedication to fostering an inclusive workplace and contributing positively to the broader community.

Hotel Ziggy, especially, is known for collaborating with local non-profits, providing space for organizations like Equality Fashion Week's Queer Mercado, Cherry Bomb Pride events, etc.

 Clear Channel Outdoor

proudly supports the
West Hollywood Chamber of Commerce

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

Congratulations to the
Ray Reynolds Award Honoree
DAVID “WOODY” WOOD

CLEARCHANNEL



ICONIC. FOREVER.



We're celebrating 40 years of West Hollywood. And while we were incorporated in 1984, the truth is: we've been setting trends, breaking barriers, raising the bar and making magic as the heart of LA for over a century. Book your getaway and stay at one of West Hollywood's iconic hotels.

VISITWESTHOLLYWOOD.COM



THE RAY REYNOLDS AWARD



ABOUT RAY REYNOLDS 1947 – 2009

Ray Reynolds dedicated his life to serving others throughout his professional career. He was with the City of West Hollywood for nine years as the City's Director of Economic Development and Special Programs, and previously served as the Director of Community Development.

Reynolds represented the economic interests of the City to the community and was well-loved and respected by his colleagues and friends in the West Hollywood Business Community. As the Director of Economic Development, Reynolds was instrumental in the development of some of the City's major projects, including the Pacific Design Center Red Building, the design of the Santa Monica Boulevard Reconstruction project, and a project close to his heart—the West Hollywood Library. In addition to development projects, he guided the opening of dozens of restaurants and

retail establishments. The Economic Development department under Ray's leadership, also established and had oversight of The Sunset Strip and The Avenues of Art and Design Business Improvement Districts, as well as managed all of the public art projects throughout the City.

Ray's door was always open for any business or colleague. His breadth of knowledge and wisdom was invaluable for those seeking assistance and he shared it generously and genuinely. There was, and remains, a deep sense of loss of his passing on November 2, 2009.

In 2010, the West Hollywood Chamber of Commerce named the Chair's Choice Award in honor of Ray Reynolds in recognition of the profound legacy he left behind and his outstanding service to the business community.

PAST RECIPIENTS:

2000 Mayor John Heilman (Chair's Award)
2001 Paul Arevalo (President's Award)
2002 Tony Melia (President's Award)
2003 Sharon O'Rourke (President's Award)
2004 Hillary Selvin (President's Award)
2005 Ronald S. Kates (President's Award)
2006 Ray Reynolds (President's Award)
2007 Councilmember Abbe Land (Chair's Award)
2008 Mario Maglieri (Chair's Award)
2009 Nathan Goller (Chair's Award)
2010 Arich Berghammer
(Chair's Award newly named Ray Reynolds Award)
2011 Nita Casar (Ray Reynolds Award)

2012 Steve Afriat (Ray Reynolds Award)
2013 Tony Melia (Ray Reynolds Award)
2014 Bradley M. Burlingame (Ray Reynolds Award)
2015 Deborah Kallick (Ray Reynolds Award)
2016 David Mason Eichman (Ray Reynolds Award)
2017 Ruth Tittle (Ray Reynolds Award)
2018 Maribel Louie (Ray Reynolds Award)
2019 Don Zuidema (Ray Reynolds Award)
2020 Keith Kaplan (Ray Reynolds Award)
2022 Jeff Seymour (Ray Reynolds Award)
2023 Mark E. Lehman (Ray Reynolds Award)
2024 Nick Rimedio (Ray Reynolds Award)

2025 RECIPIENT OF THE RAY REYNOLDS AWARD



David Wood is the owner and CEO of David Wood Insurance Agency, Inc. in West Hollywood. He represents Farmers Insurance as well as many outstanding commercial insurers. David specializes in business insurance, representing several establishments in West Hollywood and greater Los Angeles in the restaurant and the retail service spaces.

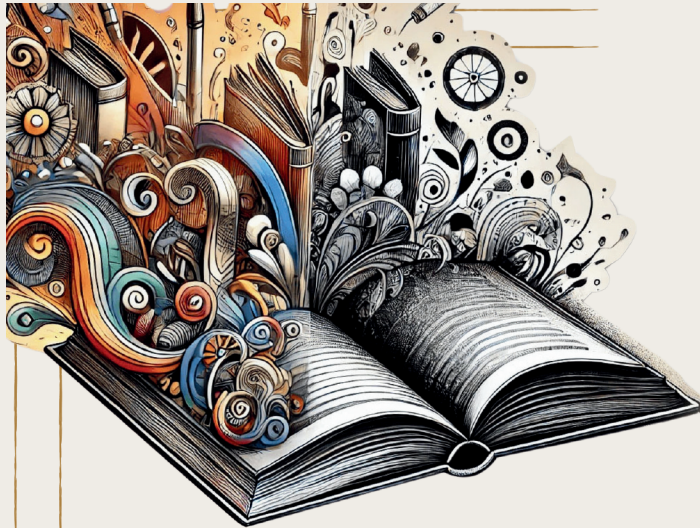
Before establishing the insurance agency, David had a long career in the magazine advertising business and previous stints in telecom, Hallmark Cards, and Ringling Brothers, Barnum and Bailey. Yes, the circus people.

David is a longtime supporter of the LA Gay and Lesbian Center as a donor and a five time participant in the AIDS Lifecycle ride. David was also heavily involved in Labor Day LA, one of the first AIDS/HIV fundraisers in Los Angeles.

David has long been a member of the West Hollywood Chamber of Commerce, joining the board of directors in 2016 and has served on its Executive Committee as Vice Chair of membership since 2017. He served as Board Chair in 2023 and 2024 and now serves Executive Committee as Immediate Past Chair. Over the years, David has attended over 60 Ribbon Cuttings and at least 95 Chamber Mixers. Obviously, he appreciates cheap white wine.

David originated from Worcester, MA before migrating west for his college education at the University of Arizona, majoring in marketing and radio/TV.

David and his partner, Anh Dang, reside on Orlando Avenue in the part of Los Angeles that everyone thinks is West Hollywood.



WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

The West Hollywood Chamber of Commerce celebrates and congratulates the 2025 Ray Reynolds Awardee, David Wood, for this much deserved honor.

CONGRATULATIONS WOODY!

We also recognize, for their exceptional service to our business community, who all demonstrate generosity & committment in their tireless efforts to serve:

The Butcher's Daughter, The Third Degree,
Springboard Hospitality Group, and
KOHLEER Experience Center

We also proudly welcome our
2025 Board of Directors.
Thank you for your leadership!

*Turning the Page &
Moving Forward*

AMMBI 2025
From Setbacks to Solutions



TURNING THE PAGE & MOVING FORWARD SETBACKS TO SOLUTIONS

ANNUAL REPORT 2024 BY THE NUMBERS

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE



MEETINGS, PROGRAMS & PROMOTIONS

- Hosted 11 Mixers
- 577 Attended Mixers
- 10 Ribbon Cuttings
- 6 Welcome Events
- 4 Leadership Council Lunches
- 4 Orientation & Training Workshops
- 88% Orientation & Training Attendance Rate
- 10 Member Relation Committee Meetings
- 5 Marketing Committee Meetings
- 7 Seminars (AI for Leadership and Organizational Transformation, Get Practical Results with AI, LGBTQ Certification Summit, AI Integration for Small & Medium Sized Organizations, Licensing and Procurement Workshop, Be a Disaster Resistant Business
- 12 Board meetings
- 4 Quarterly Planning Sessions
- Hosted 7 First Friday Business Calls
- 3 Hotel Council Meetings
- Produced 3 Major Fundraising Events



MEMBERSHIP

- Member Count at the start of the year: 420
- Member End Count, 2024: 405
- Drops: 92
- New members: 77
- Retention Rate: 78%
- New member engagement 31%
- New Members Attended 2 + Events 18%



SERVICE AGREEMENTS

- Managed 2 Business Improvement Districts (BIDS)
- Created 2 Annual BID Reports
- Hosted 26 BID Board Meetings
- Posted 26 Agendas
- Processed 79 Billboard Permits
- Hosted 3 Legends of the Sunset Strip Board Meetings
- Held 1 Board Retreat and 3 Board Meetings for West Hollywood Small Business Foundation



FUNDRAISING EVENTS

Annual Member Meeting & Board Installation

- AMMBI 2024: 168 attended | Net raised \$25,460

State of the City

- SOTC 2024: 200 attended | Net raised \$50,639

Creative Business Awards

- CBA 2024: 287 attended | Net raised \$35,213



REPRESENTING BUSINESS INTERESTS TO GOVERNMENT

- Took Positions on 5 Pieces of State Legislation with an 80% Success Rate
- Advocated for 36 Individual Member Businesses
- Held 10 Governmental Affairs Committee (GAC) Meetings
- Spoke for Members at 2 Directors Hearings
- Spoke for Members at 2 Business License Commission Hearings
- Spoke at 12 City Council Meetings
- Assisted 5 Members with Permitting

2024 BY THE NUMBERS



MY WEHO: KEEP WEHO OPEN CAMPAIGN

- Launched April 2024
- 15 Video Testimonials: Love Letters to WeHo Businesses Lost &/or Threatened
- 1,337 Page Views
- April's Top Content (Google Insights)
- My WeHo Landing Page Stats (website): Page views: 873 Unique Page Views: 724 | Average Time on Page: 3 Min 15 Sec Per Session | Bounce Rate: 79.96% (Bounce Rate measures how often visitors leave a website after viewing only one page; rates above 55% may indicate a need to improve the site.) | Exit Rate: 63.8% (Exit rate is the percentage of website visits that end on a specific web page)
- Social Media Stats: Total Reach: 2,351 | Total Impressions: 2,658 (IG) | Total Likes: 98 (IG post)
- 3 Round Table Discussions: Facilitated Conversations Between Businesses and Residents at Different Local Businesses
- 4 e-Blasts Sent
- 4 Media Outlets Covered
- 16 Tombstones with Names of Businesses Lost Installed at West Hollywood Park
- 35 Members Marched to a Press Conference Before Going Into Council Chambers



MARKETING & COMMUNICATIONS

e-WORKS Newsletter

- 12 e-WORKS Newsletters were Published from Jan to Dec 2024
- e-WORKS Newsletter were Emailed to Over 9,521 Businesses (+29% increase from 2023) and 9,466 Residents (35% increase from 2023)
- With an Average Open Rate of 53% (increase by 3% from 2023)
- And an Average Click Rate of 1.6% (decrease of 0.39% from 2023)

Holiday Promotional Digital Guides

- 6 Holiday Promotional Guides • Valentine's Day Guide 2024 • For the Queen Bee in Your Life Mother's Day 2024 Guide • WHCC PRIDE Guide 2024 (66 Page Views | 58 Unique Page Views) • Halloween Trick or Treat Guide 2024 (479 Page Views | 442 Unique Page Views) • It's Lovely Weather for a Sleigh Ride Together Holiday Guide 2024 • New-stalgia New Year's Eve Guide 2024

Engagement: Average Time Viewed = 2 Min 32 Sec

Average Views = 224,228 Unique Page Views

Average Open Rate = 52%

Highest page views – October (3,919) | March (3,621)

November (3,252) | April (3,102)

3 Niche Specialty Guides

- Creative Meetings & Events Guide (CM&E) - 264 Page Views 237 Unique Page Views
- The Ultimate Cannabis Guide - 115 Page Views | 101 Unique Page Views
- Building & Design Guide (B&D) (this guide went through a total overhaul and redesign in 2024)



SOCIAL MEDIA

- WeHo Chamber: Total Followers 20,253 | Page views: 34,010
- Facebook & Instagram Total Followers: 11,158
- Facebook total followers: 4,628
- Facebook Page Likes: 4,633
- Facebook Impressions: 33,582
- Facebook Reach: 24,322
- Facebook Engagements: 1,536
- Instagram total followers: 6,522
- Instagram Followers: 6,525
- Instagram Growth: 372
- Instagram Impressions: 125,330
- Instagram Reach: 29,792



SPECIAL PROMOTIONS & PARTNERED PROGRAMS

- AI Integration with Harmony Solutions International
12 AI Integration for Small & Medium Businesses Workshops
- WeHo PRIDE
1 Float + 2 Prides + 2 Parades
13 Sponsors
55 Walkers
1 Giant Success!!
- Women in Leadership Awards
5 Fabulous Women Honored
125 Women Attended



WHCC WEBSITE PERFORMANCE (wehochamber.com)

- Unique Visits: 30,078
- Page Views: 34,928
- Avg Time on Page: 2 Min 54 Sec.
- Bounce Rate: 70.27%
- Exit Rate: 59.05%



2024 KEY ACCOMPLISHMENTS

MY WEHO: KEEP WEHO OPEN

In response to growing economic challenges, the West Hollywood Chamber of Commerce launched the My WeHo: Keep WeHo Open campaign, a powerful advocacy initiative to represent business interest to our government representatives for policy changes and support in protecting and sustaining the city's small businesses.

2024 ELECTION

A key priority for 2024 was the West Hollywood election, a pivotal moment for our business community. Amid a competitive field of candidates, the West Hollywood Chamber's PAC navigated complex challenges and made strategic decisions to support pro-business leadership. Our Chamber remains a steadfast advocate for local businesses, demonstrated by our efforts in securing impactful PAC endorsements and raising crucial funds for key election initiatives.

WEST HOLLYWOOD SMALL BUSINESS FOUNDATION'S WELEAD ACADEMY

The Chamber's philanthropic organization secured a \$50,000 grant from the City of West Hollywood to launch the WeLead Academy. With this funding, Chamber staff have moved forward with the WeLead Academy RFP and are currently reviewing submissions. This grant will play a crucial role in establishing the WeLead Academy, and expanding other key programs, to support underserved communities to advance in leadership roles.

ARTIST & ENTERTAINERS MEMBERSHIP

In 2024, the West Hollywood Chamber of Commerce launched the Artist & Entertainers Membership, an initiative born from advocacy to address the unique challenges faced by independent artists. Recognizing the need for a structured pathway to help creatives turn their passion into sustainable businesses, the Chamber designed a membership program offering tailored resources, business education, and networking opportunities.

2024 BY THE NUMBERS

INCOME	2023 Actual	2024 Actual	Variance
Memberships	\$333,763	\$299,707	-\$34,056
Events	\$208,722	\$227,120	\$18,398
Non-Dues Revenue	\$295,540	\$302,854	\$7,134
TOTAL INCOME	\$835,025	\$829,680	-\$8,345

EXPENSES	2023 Actual	2024 Actual	Variance
Operating	\$188,518	\$154,049	-\$34,469
Marketing	\$63,494	\$52,138	-\$11,357
Events/Meetings	\$179,333	\$208,596	\$29,263
Payroll	\$359,599	\$417,527	\$57,928
Other	\$9,005	\$64,677	\$55,672
TOTAL EXPENSES	\$799,949	\$896,987	\$97,039

NET	\$38,076	-\$67,307
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2025 KEY PRIORITIES

WHCC FINANCIAL STABILITY

REVAMPING MEMBERSHIP VALUE PROPOSITION

Events and membership are two of the Chamber's largest revenue sources. However, the traditional membership model is shifting toward a service-based approach, where chambers offer a tailored menu of benefits. To adapt, the Chamber needs to revamp its membership value proposition to ensure members receive maximum value.

RETHINKING FUNDRAISING EVENTS

Fundraising events remain crucial, but they have become more expensive to produce and are generating lower net profits. This trend is unsustainable in the long term. To maintain financial stability, the Chamber must reassess its event strategy and explore more effective revenue-generating models.

AI BUSINESS INTEGRATION

The West Hollywood Chamber of Commerce is at the forefront of helping businesses integrate artificial intelligence (AI) into their operations, providing the resources and insights needed to maximize success in an evolving digital landscape. Through educational initiatives, strategic partnerships, and expert-led discussions, WHCC will equip businesses with the tools to leverage AI for increased efficiency, innovation, and growth. By guiding organizations through the adoption of AI-driven solutions, the Chamber is committed to ensuring that local businesses remain relevant, competitive, adaptable, and fully integrated in the modern economy.



2025 KEY PRIORITIES

SUPPORT FOR SMALL BUSINESSES

The West Hollywood Chamber of Commerce launched WeHo Gives Back, a new program dedicated to supporting the success and longevity of small businesses in West Hollywood. Its first initiative focuses on assisting local businesses affected by the recent LA wildfires, which have intensified ongoing economic challenges. The program also encourages community support by driving customer engagement through various incentives. To raise awareness and generate funding, WHCC has produced branded cocktail napkins, table tents, and window clings featuring a QR code that directs patrons to donation and support opportunities. This initiative not only provides financial relief but also fosters a stronger connection between local businesses and the community.

LEGENDS OF THE SUNSET STRIP

WHCC is proud to support the launch of Legends of the Sunset Strip (Legends), a 501(c)(3) nonprofit dedicated to preserving and celebrating the arts, music, culture, and history of West Hollywood's iconic Sunset Strip. In partnership with the City of West Hollywood, property owners, and local stakeholders, Legends will develop the plan for a "walk of fame" with creative iconic markers along Sunset Boulevard, honoring influential artists and cultural figures each year while educating the public and celebrating the Strip's legendary legacy.

CEO SUCCESSION PLANNING & LEADERSHIP TRANSITION

This April, Genevieve Morrill, WHCC President & CEO, celebrates 15 years of transformative leadership at the Chamber. Under her guidance, WHCC has expanded advocacy efforts, tripled its budget, strengthened business partnerships, and fostered a thriving business community in West Hollywood. To ensure continued success, WHCC has implemented a CEO succession plan, designed to facilitate a smooth leadership transition while preserving the Chamber's legacy of strong advocacy, innovation, and dedicated service to its members and the broader business community.

CONGRATULATIONS WOODY!

On this well deserved honor.



Your friendship, sense of humor and leadership
have been a blessing to me and our community
for decades.

Please keep up the good work.

Lots of love,

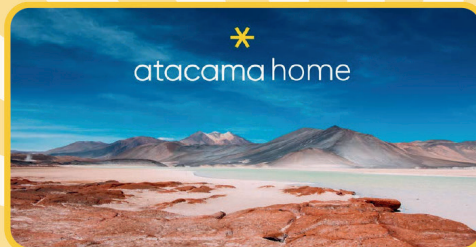
Mark Lehman



Congratulations David

on receiving the
prestigious
Ray Reynolds Award!

We love and
appreciate you.
Thank you for all
you do for our
community.



ORANGE BARREL MEDIA + ike SMART CITY

WE PIONEER
LANDMARK MEDIA &
SMART CITY TECHNOLOGY
TO IMPROVE LIVES IN CITIES

Orange Barrel Media is proud to support the West Hollywood Chamber of Commerce's 2025 Annual Member Meeting & Board Installation



JOAN'S ON THIRD

WE BELIEVE THE SIMPLE THINGS IN LIFE
ARE WORTH CELEBRATING –
LIKE FRIENDS, FAMILY AND DELICIOUS FOOD.

CONGRATULATIONS DAVID WOOD

ON BEING THE 2025 RAY REYNOLDS AWARDEE!



FROM JOAN AND ALL OF US AT JOAN'S ON THIRD



Woody

To David who ruled the WeHo Chamber like a condom -
protecting our businesses when things got hard.

Congratulations!
Keith & Mylena

robust.
REAL ESTATE

THE PERFECT SET



W HOLLYWOOD

Congratulations to Ray Reynold's
award winner David Wood!

6250 Hollywood Blvd. Los Angeles, CA 90028

WEHO
STATE OF
THE CITY
2025

Save the
thursday,
june 26th **date!**

What's in Your
Orbit?

*Congratulations
David!*



The whole Board thought you were flying by
the seat of your pants as Board Chair;
you sure fooled us all!

Thank you for all your exemplary leadership
& leaving BIG shoes for Raja to fill as
Board Chair.

Your recognition as the 2025 Ray Reynolds
Awardee is much deserved.

 **CAPITOLDRUGS**

IT'S NOT BEING PUT OUT TO PASTURE... IF IT'S TECHNICALLY A 'MEADOW'

The End of an Era...And the Beginning of a Sketchy New Chapter !

After years of selfless service as Immediate Past Chair of the WeHo Chamber of commerce David Wood (a.k.a. Woody) has earned the ultimate honor: The Ray Reynolds Award for Leadership. It's now time for Woody to leave the boardroom behind and put his feet up (hopefully not on a desk).

What's next for Woody? Well, Sketchy Meadows Retirement & Rehabilitation Center awaits! (Spoiler alert: there are NO meadows, and it's, well, sketchy).

For aging circuit queens and party loving friends who need a place to kick back, relax, and reminisce about the good old days — Sketchy Meadows is your new home. (And don't worry, David, your dance moves are still a "meadow" of inspiration to us all.)

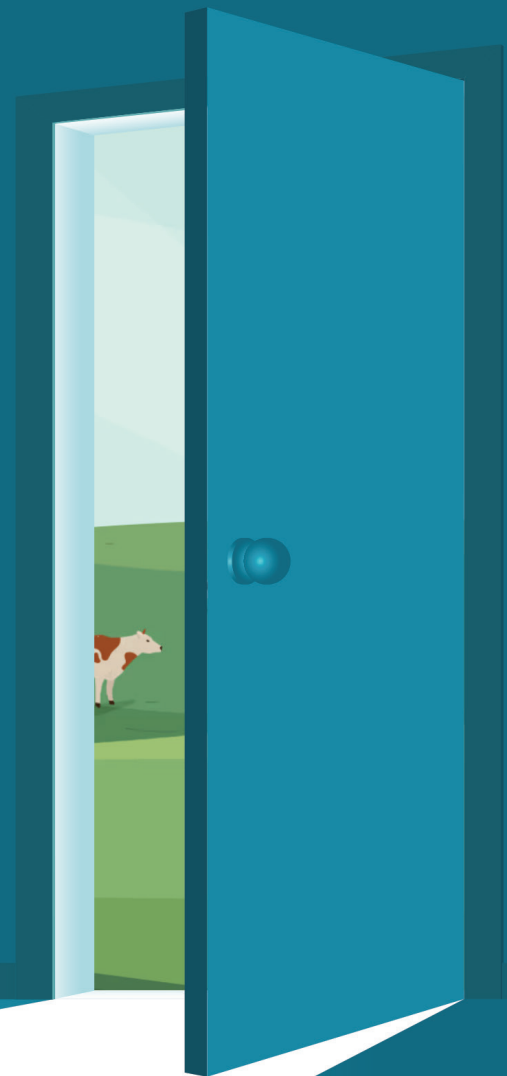
As Woody embraces a new era of "retirement," let's all celebrate his leadership, his wit, and his ability to turn any networking event into a fashion show. Cheers to you, Woody — may your future be as successful and fun filled as your tenure at The Chamber.

Let's toast to the man who knows how to look forward — and who's now looking forward to Sketchy Meadows, where everyone knows your name... or at least they know your drink order.

Congratulations, Woody! You've earned this retirement... The Dead Woods and Aunt Caroline would be so proud of you... even if it's at Sketchy Meadows!

Your loving group of West Coast and East Coast adopted family members...

Adam and Steve O'Casey, Valli Zale, Steve Cardenas, Andrew McDonald & Charles Gray, John Stafstrom & Denis Murphy & Milo, Chris Spalding & Vince Tinnerello, Steven Boggs, Bruce Brown, Michael Lee, Bradford Rogne & Felipe Menezes, Tim Jahnke, Keith Kumler



Thank You

David Wood for your sensational
leadership as Chair of the
2024 Chamber Board of Directors



Congratulations

For being recognized with the prestigious
2025 Ray Reynolds Award!



KOHLER®

Congratulations!

DAVID WOOD
on receiving the
2025 Ray Reynolds Award



The KOHLER Experience Center Team
extends our best wishes for success
to the 2025 WHCC Board of Directors.
Thank you for your service to business
West Hollywood

Gracias Madre

CONGRATULATIONS
WOODY!

YOU ARE
THE BEST!!!

Your friends at
Gracias Madre,

LISA & CHRIS
BONBRIGHT

MARK LEHMAN





Savor + Support

Eat + Drink

MARCH 1-31

West Hollywood

Every seated reservation in a West Hollywood restaurant through March will directly support food and beverage workers affected by the wildfires.



Pride STARTS HERE!

The West Hollywood Chamber of Commerce invites YOU to be a part of our vibrant celebration at WeHo & LA Pride 2025.

The themes, *Pride Starts Here* and *Pride Lives Here* underscore West Hollywood's & WHCC's legacy as a beacon of inclusivity and leadership in WeHo's & LA County's LGBTQ+ businesses.

"I have always wanted to be in the Pride Parade! It was a pleasure to represent NEFT Vodka and I was so proud to walk with the Chamber. I'd put our name next to theirs ANY DAY!"

-Kindall Kolins, Neft Vodka

BE ERASED

The theme of the 2025 float, *We Will Not Be Erased*, speaks to our resolve for a thriving, diverse business and social community for all.

One sponsorship. Two Parades. Double the Exposure!

Put Your Brand in the Spotlight at the WeHo Pride (Jun 1) and LA Pride (Jun 8) Parades 2025!

2024 Pride Metrics!

Over 2.13 Billion International Views
Over 250,000 Attendees Saw our float!
The Highest Attendance in Our History

Email Nalani to be a sponsor or for more information at: nsantiago@wehochamber.com



FOR ALL YOUR

LA FLOWER DELIVERY,
GIFTS & BASKETS,
WEDDINGS & EVENTS,
HOTEL & CONCIERGE FLOWERS,
& SUBSCRIPTION PACKAGES

NEEDS



**Congratulations to David Wood
on receiving the
2025 Ray Reynolds Award
and best of luck to the 2025
WHCC Board of Directors!**



PROUD MEMBER

WEST HOLLYWOOD

WHCC

CHAMBER OF COMMERCE

wehochamber.com

STATE OF THE WESTSIDE

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SOUTHERN CALIFORNIA
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Keynote Speaker

**DR. CHRISTOPHER
THORNBERG**

FOUNDING PARTNER
BEACON ECONOMICS



BEACON ECONOMICS

APRIL 1ST
5-7 PM

Chamber Members &
Non-Chamber Members \$10
(includes a digital report copy)

Virtual Event hosted by

WC3

Westside Council of Chambers of Commerce

Join us for a special virtual and interactive engagement with **renowned economist and public speaker, Dr. Chris Thornberg** as he presents key economic data about the State of West Los Angeles communities.

Register by clicking [here!](#)

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CHAMBER OF COMMERCE

 **HOLLYWOOD**
CHAMBER OF COMMERCE

 **WHCC**
CHAMBER OF COMMERCE

 **CENTURYCITY**
CHAMBER OF COMMERCE

 **PaliBu**
Palmdale Buena Vista
Chamber of Commerce

 **LAX**
COASTAL
CHAMBER OF COMMERCE

 **VENICE**
Chamber of Commerce
est. 1907

 **Santa Monica**
CHAMBER
of COMMERCE

 **BEVERLY HILLS**
CHAMBER
of COMMERCE

 **Los Angeles LGBTQ**
Chamber of Commerce

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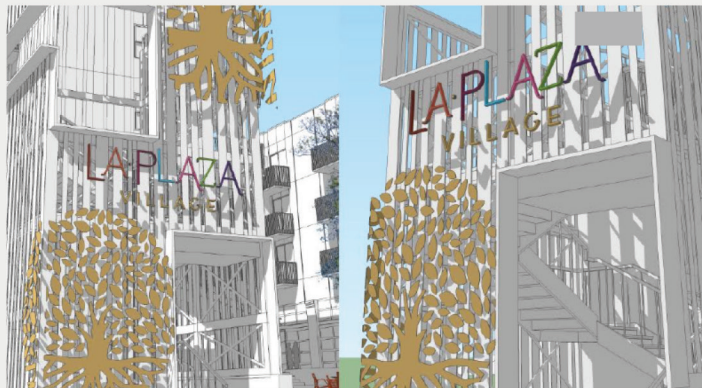


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BRANDING & LOGOS



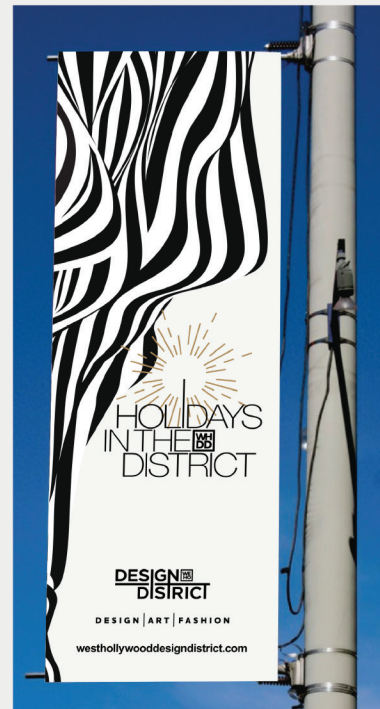
ENVIRONMENTAL & WAYFINDING



ANNUALS & PUBLICATIONS



SIGNAGE & INSTALLATION



BANNERS & POSTERS



ANALOG & DIGITAL ILLUSTRATION



EVENT COLLATERAL



Congratulations Woody!
All the best to our new
Board of Directors 2025