

UNSTOPPABLE MOMENTUM:

POWERED BY MEMBERS. DRIVING GROWTH AND CONNECTIONS.

ANNUAL MEMBER MEETING &
BOARD INSTALLATION 2026



THURSDAY
MARCH 5, 2026
8:30-11:00 AM

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

ANDAZ WEST HOLLYWOOD
8401 SUNSET BLVD/WEHO, CA 90069



Athens Services



IS PROUD TO SPONSOR THE




2026 WEST HOLLYWOOD CHAMBER OF COMMERCE

ANNUAL MEMBER MEETING AND BOARD INSTALLATION

Congratulations to Genevieve Morrill on receiving the prestigious Ray Reynolds Award in recognition of her outstanding dedication and advocacy for the businesses of West Hollywood

Family-owned and operated since 1957

-  Recycling Services
-  Organics Diversion
-  Solid Waste Collection

-  Street Sweeping
-  Community Investment
-  C&D Recycling



SCAN HERE





We honor your vision, the impact you've made and your continued success

Congratulations to the recipient
of the Ray Reynolds Award

Genevieve Morrill

Thank you for 25 inspiring years in
West Hollywood and 15 years of
dedicated leadership at the Chamber.
Wishing you joy, adventure and endless
possibilities in your next chapter.

Congratulations Genevieve!

Your dedication and passion in leading the West Hollywood Chamber of Commerce has been nothing short of remarkable. As a tireless advocate for West Hollywood businesses and our longstanding partner and member of our Board of Directors, Consider this our sincere THANK YOU and a standing ovation from your friends at **Visit West Hollywood.**

UNMISTAKABLY *West Hollywood*
VisitWestHollywood.com



CONGRATULATIONS HONOREE

GENEVIEVE MORRILL

RECIPIENT OF THE

RAY REYNOLDS AWARD

Orange Barrel Media is proud to support the
West Hollywood Chamber of Commerce's 2026
Annual Member Meeting & Board Installation.

ORANGE BARREL | MEDIA + ike SMART CITY

**ANNUAL MEMBER MEETING & BOARD INSTALLATION (AMMBI)
MARCH 5, 2026**

SPECIAL THANKS TO OUR SPONSORS

PRESENTING SPONSORS



GOLD SPONSORS



SILVER SPONSORS

SUNSET MARQUIS WEST HOLLYWOOD DESIGN DISTRICT THE SUNSET STRIP BID

BRONZE SPONSORS

CAPITOL DRUGS BEACHES TROPICANA GREATER LOS ANGELES REALTORS

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, **SHANNON TWILEGAR**, 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 5, 2026 | 8:30 A.M. – 11:30 A.M.

WELCOME & REMARKS

Raja Sannidhi, WHCC CHAIR

Leonard (Len) Lanzi, PRESIDENT & CEO, WEST HOLLYWOOD CHAMBER OF COMMERCE

Jennifer Masterson, ATHENS SERVICES, VICE PRESIDENT, GOVERNMENT AFFAIRS

WHCC VISION FOR 2026

Leonard (Len) Lanzi, PRESIDENT & CEO, WEST HOLLYWOOD CHAMBER OF COMMERCE

OUTGOING BOARD MEMBERS

PRESENTED BY WHCC CHAIR, **Raja Sannidhi**

THE RAY REYNOLDS AWARD

PRESENTED BY WHCC IMMEDIATE PAST CHAIR, **David Wood**

HONORING **Genevieve Morrill**, WHCC PRESIDENT & CEO 2010-2025

MEMBER RECOGNITION

PRESENTED BY WHCC VICE CHAIR, MEMBERSHIP, **Jay Handal**

HONORING **Marjorie Dick Stuart**

HONORING **Jacob Shaw**

HONORING **Tricia Mumford**

WHCC 2025 BOARD OF DIRECTORS INSTALLATION

INSTALLING OFFICER, **Mayor John Heilman**, THE CITY OF WEST HOLLYWOOD

WHCC 2025 OFFICERS OF THE BOARD OF DIRECTORS INSTALLATION

INSTALLING OFFICER, **Captain Fanny Lapkin**, LA COUNTY SHERIFF'S DEPT WEHO STATION

PROGRAM CLOSE



2026 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE OFFICERS

- CHAIR: Raja Sannidhi, Capitol Drugs / PowerZone
- IMMEDIATE PAST CHAIR: David Wood, David Wood Insurance
- FIRST VICE CHAIR: Stephanie Cohen, Cedars-Sinai
- CHIEF FINANCIAL OFFICER: Jay Handal, The WOODS WeHo
- VICE CHAIR GOVERNMENTAL AFFAIRS: Richard Montgomery, OUTFRONT Media
- VICE CHAIR MEMBERSHIP: Jay Handal, The WOODS WeHo
- VICE CHAIR OF 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
- Mike Ai, Afriat Consulting
- Christopher Bonbright, Avison Young
- Jonathan Cottrell, GYM Bar WeHo
- Marjorie Dick Stuart, Sotheby's International Realty
- Oliver Gabay, Charles Company
- Rod Gruendyke, Sunset Marquis
- Brian Parent, Beverly Center / Simon
- Reshma Pendelton, Netflix
- Chris Saputo, The Sun Rose
- Jehan Seresinhe, U.S. Bank
- Maxine Tatlonghari, Consultant Speaker
- Rey Viquez, The Third Degree

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

- Leonard (Len) Lanz**
President & CEO
- John-Baptiste Godard**
Chief Financial Officer
- Nalani Santiago**
Programs & Communications Manager
- Jamie Wilson**
Membership Manager
- Andrea Entz**
Office Administrator

West Hollywood Chamber of Commerce
 8272 Santa Monica Boulevard
 West Hollywood, CA 90046
 Email: info@wehochamber.com
 Phone: (323) 650-2688
 Fax: (323) 650-2689

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

Facebook @wehochamber
 Twitter @wehochamber
 Instagram @wehochamber

MESSAGE FROM CHAMBER CHAIR



Dear Members of the West Hollywood Chamber of Commerce,

It is my pleasure to welcome you to the West Hollywood Chamber of Commerce's Annual Member Meeting & Board Installation.

This event has long been a time to reflect on collective achievements, install new leadership, and recognize those whose service has helped shape the vibrancy of our community. This year's theme, *Unstoppable Momentum: Powered by Members*. Driving Growth & Connections, speaks to the energy that is uniquely West Hollywood—an energy built not by one leader alone, but by interconnected leaders and organizations committed to moving forward together.

I'd like to extend our heartfelt gratitude to **Athens Services**, our **Presenting Sponsor**. As a community-focused company rooted in sustainable, innovative solutions, Athens has been a steadfast partner in the work of keeping West Hollywood resilient, clean, and thriving. Their support makes gatherings like this possible and reinforces the value of collaboration between local business and community progress.

This morning, we are honored to shine a spotlight on **Genevieve Morrill** as the **Ray Reynolds Award** recipient. Genevieve's tenure as President & CEO of the West Hollywood Chamber of Commerce, which concluded at the end of 2025, has left an indelible mark on our organization and the broader community. For more than fifteen years she led with vision, tenacity, and an unwavering commitment to connection—strengthening the Chamber's role, expanding its reach, and guiding our business community through both opportunity and adversity.

In recognition of her impact and so that our wider business community could join in celebration, we presented Genevieve with her Ray Reynolds Award at the **2025 Creative Business Awards** last year—thank you to so many of you who were there to applaud her accomplishments. Her intentional decision to remain through early January to support the transition to our new President & CEO, Len Lanzi, exemplifies her leadership and deep care for the Chamber's future.

We will also take a moment to recognize outstanding members whose above-and-beyond service has made a meaningful impact on West Hollywood's business community. Marjorie Dick Stuart, Jacob Shaw, and Tricia Mumford.

Today's forward momentum is powered by individuals and organizations like Genevieve, Athens Services, and you—our members. Your engagement, ideas, and participation are what propel our collective work forward year after year.

Thank you for your continued leadership, your belief in this community, and your commitment to the shared journey ahead.

Warm regards,

Dr. Raja Sannidhi



Board Chair
West Hollywood Chamber of Commerce




**SUNSET
MARQUIS**
WEST HOLLYWOOD, CALIFORNIA



From all of us at the
Sunset Marquis
we extend our heartfelt
congratulations to
Genevieve Morrill
on receiving the prestigious
Ray Reynolds Award
sunsetmarquis.com

Gen,
your contribution
to West Hollywood is
truly immeasurable.
We are beyond grateful.
Love,
your friends at
Gracias Madre





THE CITY OF WEST HOLLYWOOD
CONGRATULATES

Genevieve Morrill

FOR HER YEARS OF SERVICE
WITH THE WEST HOLLYWOOD
CHAMBER OF COMMERCE.

Through her leadership, the Chamber experienced significant growth and organizational improvements, strengthening its role in serving the business community.

Genevieve's contributions to West Hollywood are deeply appreciated and celebrated.

**The City of West Hollywood
congratulates Genevieve on
receiving the Ray Reynolds Award!**



More than a *destination*

THE
SUNSET
STRIP

8730 SUNSET TOWERS



Congratulations

GENEVIEVE MORRILL

*for being recognized with the
2026 Ray Reynolds Award*



On behalf of the WHDD Board, Board of Governors, and our Members, we are grateful for your courageous advocacy, visionary leadership, and decades of unwavering service to the West Hollywood Design District.

Thank you

DESIGN ^{WE}
DISTRICT

Congratulations

GENEVIEVE MORRILL

for being recognized with
the 2026 Ray Reynolds Award

Thank You

for your commitment and dedication
to the WeHo business community.



OUTFRONT

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 David Wood (Ray Reynolds Award)

2026 RECIPIENT OF THE RAY REYNOLDS AWARD



Photo: Jon Viscott

Genevieve Morrill served as President & CEO of the West Hollywood Chamber of Commerce for more than 15 years, guiding the organization through one of the most transformative eras in its history. After a decade on the Chamber's Board of Directors, she was appointed President & CEO in 2010 and formally stepped down at the end of 2025, remaining briefly to ensure a seamless leadership transition.

Under her leadership, the Chamber tripled its budget, expanded membership, and strengthened its role as a powerful advocate for West Hollywood's business community. She elevated the Chamber's policy voice locally, regionally, and statewide, serving on the Board of the Los Angeles County Business Federation (BizFed), where she was recognized for backbone leadership and regional advocacy.

Among her most enduring contributions was championing the Chamber's **Small Business Initiative**: a strategic effort that convened a taskforce of business and civic leaders to produce forward-thinking recommendations designed to remove barriers and expand opportunity for small businesses in West Hollywood. The Initiative advanced scalable fee structures, streamlined permitting, zoning updates, micro-business classifications, and innovative land-use concepts to help neighborhood-serving businesses open, scale, and innovate. Several recommendations have since been adopted by City Council, reflecting its lasting impact.

During the pandemic, Genevieve helped stabilize not only the Chamber, but also the West Hollywood Design District and Sunset Strip Business Improvement Districts, guiding them from financial uncertainty to renewed stability. She also founded the California Coalition for a Safe Reopening, uniting business leaders across the state to advocate for balanced, science-driven reopening policies.

In recognition of her extraordinary impact, the City of West Hollywood named one of its five annual Women in Leadership Awards the **Genevieve Morrill Award**, honoring women who demonstrate exceptional leadership and service to the community.

The **Ray Reynolds Award**, originally the Chair's Award, was renamed in 2010 to honor Ray Reynolds' legacy of generosity, integrity, and profound service to West Hollywood's business community. Ray was known for his genuine care for people, deep institutional knowledge, and unwavering commitment to local businesses. Genevieve held Ray in high regard and deeply respected the legacy he left behind.

To receive an award bearing his name, one recognizing truly exceptional leadership and lasting community impact, is especially meaningful. Like Ray, Genevieve's legacy is defined by fearless advocacy, authentic relationships, and an enduring commitment to the people and businesses of West Hollywood.

from WeHo with Love

A HISTORY OF
WEST HOLLYWOOD



ORDER YOUR BOOK NOW:



Bert Parry Modern Screen (Nov. 1953)
Wikimedia Commons public domain (U.S. copyright not renewed).

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE



Gen,
The loudest, funniest,
and fiercest woman in the
history of West Hollywood.

Best of luck in your
next adventure. Don't be
a stranger! *Your pal,
Woody*

david
WOOD
insurance agency
solid coverage
david@davidwoodinsurance.com
310-617-0075

Congratulations Genevieve!

Your Leadership and Advocacy for West Hollywood Businesses for the past 25 years is unmatched and is most deserving of the prestigious Ray Reynolds Award.

Thank you for all the things you did to strengthen and move the Chamber forward, especially for making Raja's job as the Board Chair easy!

Your friends at,
CAPITOLDRUGS

UNSTOPPABLE MOMENTUM:

POWERED BY MEMBERS. DRIVING GROWTH AND CONNECTIONS.

ANNUAL REPORT 2025 BY THE NUMBERS

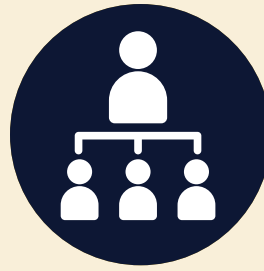
WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE





MEETINGS, PROGRAMS, SPECIAL PROMOTIONS, & PARTNERED SMALL BUSINESS SEMINARS

- Hosted 10 Mixers
- 507 Attended Mixers
- 11 Ribbon Cuttings
- 5 Welcome Events
- 5 Leadership Council lunches
- 8 Orientation & Training Workshops
- 85% Orientation & Training Attendance Rate
- 10 Member Relation Committee Meetings
- 10 Artist| Entertainer Committee Meetings
- 1 Board Retreat
- 2 Marketing Committee Meetings
- 12 Board meetings
- 4 Quarterly Planning Sessions
- Hosted 9 First Friday Business Calls
- Produced 3 Major Fundraising Events
- 5 Unlocking AI Workshops
- 4 Artist & Entertainer: Master Class Series
- 1 Health Fair 2025: Co-sponsored with Capitol Drugs
- 1 Meet & Greet the Mayor: with Mayor Chelsea Byers
- 2 Membership Drives (Bubbles & Business showcasing 20 Member Businesses & Sofitel Soirée Membership Drive showcasing 10 hospitality-focused Member Businesses



MEMBERSHIP

- Member Count January 1, 2025: 405
- Member Count December 31, 2025: 382
- Drops: 107
- New Members: 85
- Retention Rate: 74%
- New Member Engagement: 78%
- New Members Attended 2 + Events: 52%



SERVICE AGREEMENTS

- Managed 2 Business Improvement Districts
- Created 2 Annual BID Reports
- Submitted 2 RFP Proposals for 5 Year BID Manager Contract
- Hosted 22 BID Board Meetings
- Posted 22 Agendas
- Processed 79 Billboard Permits
- Hosted 5 Legends of the Sunset Strip Board Meetings
- Produced an 8-week WeLead Academy Course, from which 12 People Graduated



FUNDRAISING EVENTS

- AMMBI 2025: 154 attended | Net raised \$16,199
- SOTC 2025: 182 attended | Net raised \$47,140
- CBA 2025: 282 attended | Net raised \$51,674



REPRESENTING BUSINESS INTERESTS TO GOVERNMENT

- Took Positions on 14 Pieces of State Legislation with a 71% Success Rate
- Advocated for 33 Individual Member Businesses
- Held 5 Governmental Affairs Committee (GAC) Meetings
- Spoke for Members at 3 Directors Hearings
- Spoke for Members at 2 Business License Commission Hearings
- Spoke at Planning Commission for 3 Member projects
- Spoke at 12 City Council Meetings
- Assisted 5 Members with Permitting



WE HAPPY WEDNESDAYS

- Launched WeHappy Wednesdays April 2025
- Partnered with the City for Free parking on
- 49 Businesses participated
- Landing Page Stats (website): Page views: 3,100 | Unique Page Views: 2,810 | Average Time on Page: 6 min | Bounce Rate: 90.28% (Bounce Rate measures how often visitors leave a website after viewing only one page; rates above 55% may indicate either a need to improve the site or that viewers found everything they needed on the page.) | Exit Rate: 86.85% (Exit rate is the percentage of website visits that end on a specific web page)
- 3 e-Blasts Sent
- Prominently featured in 2 newsletters

WEHO GIVES BACK

- Launched WeHo Gives Back in January to help businesses after the fires
- Contract under emergency reserves, Lucky Break PR
- Created a logo, press release and donation platform
- Developed promotional items for businesses – cocktail napkins, table tents & window clings
- Hired a street team to distribute to 206 hospitality establishments in West Hollywood

IN TOTAL, WEHO GIVES BACK AND WEHAPPY WEDNESDAYS CAMPAIGNS EARNED:

- 109 total pieces of coverage
- 43 Broadcast segments
- \$10,765,021 total publicity value
- 11.6 billion Viewership
- 8,819,913 social media reach
- 4 Media Outlets Covered
- The Campaign won “on a shoestring budget” Shorty Impact Award and a CBA Creative Communications Award





MARKETING & COMMUNICATIONS

e-WORKS Newsletter

- 12 e-WORKS Newsletters Were Published from Jan to Dec 2024
- Sent to an Average of 13,423 Residents & Businesses Monthly
- Average Open Rate of 57.5% (increase of 4.5% from 2024)
- Average Click Rate of 1.1% (decrease of 0.5% from 2024)

HOLIDAY PROMOTIONAL DIGITAL GUIDES

- 5 Holiday Promotional Guides & Newsletters Published: Mother's Day, Pride Guide, Father's Day, Halloween, and Winter Holidays/ New Year's Eve
- Sent to an Average of 36,074 Residents & Businesses
- Average Open Rate of 49.9%
- Average Click Rate of 0.8%

3 NICHE SPECIALTY GUIDES

- Creative Meetings & Events Guide (CM&E) - 288 Page Views | 265 Unique Page Views
- The Ultimate Cannabis Guide - 30 Page Views | 28 Unique Page Views
- Building & Design Guide (B&D) - 62 Page Views | 50 Unique Page Views



**2025
BY THE NUMBERS**

WHCC WEBSITE PERFORMANCE

- wehochamber.com - Unique Visits: 22,366 | Page Views: 36,836 |
- Avg Time on Page: 2 Min 24 Sec | Bounce Rate: 70.27% |
- Exit Rate: 60.44%
- Specific Pages
 - Business Directory - Unique Visits: 2172 | Page Views: 1715
 - Emergency Resources - Unique Visits: 890 | Page Views: 745
 - Advocacy - Unique Visits: 52 | Page Views: 50
 - Small Biz Resources - Unique Visits: 123 | Page Views: 113
 - Our City - Unique Visits: 60 | Page Views: 57
 - AI Integration Seminars - Unique Visits: 275 | Page Views: 240
 - WeLead - Unique Visits: 409 | Page Views: 356
 - Artist & Entertainer - Unique Visits: 687 | Page Views: 624
 - Centennial Book - Unique Visits: 87 | Page Views: 80
 - Calendar - Unique Visits: 2363 | Page Views: 2059
 - Membership - Unique Visits: 2222 | Page Views: 1981



SOCIAL MEDIA SUMMARY

- Accelerated audience growth: Instagram follower growth increased by 53% year over year, while Facebook follower growth nearly quadrupled (+291%), signaling increased momentum across both platforms.
- Significant reach expansion: Instagram organic reach grew by 53%, and total reach increased by more than 228% when including paid distribution. Facebook total reach increased by over 250% year over year.
- Stronger visibility: Instagram views increased by nearly 30% year over year. Facebook page views grew by over 440% when supported by paid amplification.
- Meaningful engagement gains: Instagram engagements increased by 19%, reflecting stronger content resonance. Facebook engagements grew by nearly 170%, indicating substantially higher audience interaction and supported by paid amplification.



INSTAGRAM

- Followers: 7,089
- Follower Growth: +568
- Organic Views: 159,937 | Advertising Views: 2,906
- Organic Reach: 45,462 | Advertising Reach: 52,428
- Engagements: 8,599

FACEBOOK

- Followers: 4,710
- Follower Growth: +82
- Organic Views: 36,093 // Advertising Views: 147,799
- Total Reach: 85,793
- Engagements: 4,141

WEHO PRIDE

- 54 Walkers – wearing a bold, WHCC t-shirt – WE WILL NOT BE ERASED! and WHCC baseball caps
- 1 Giant Success!!

WOMEN IN LEADERSHIP AWARDS

- 5 Fabulous Women Honored, of which 2 are members

2025 BY THE NUMBERS

INCOME	FY 2025 (Jan-Dec)	FY 2024 (Jan-Dec)	Variance
Memberships	\$305,289.53	\$299,709.60	\$ 5,579.93
Events	\$321,377.30	\$227,119.50	\$94,257.80
Non-Dues Revenue	\$329,036.69	\$302,853.82	\$26,182.87
TOTAL INCOME	\$955,703.52	\$829,682.92	\$126,020.60

EXPENSES	2025 Actual	2024 Actual	Variance
Operating	\$284,908.80	\$249,715.58	\$35,193.22
Marketing	\$78,594.11	\$43,274.34	\$35,319.77
Events/Meetings	\$217,046.22	\$188,600.63	\$28,445.59
Payroll	\$435,589.20	\$417,527.30	\$18,061.90
Other	\$65,052.54	\$72,401.51	(\$7,348.97)
TOTAL EXPENSES	\$1,081,190.87	\$971,519.36	\$109,671.51

NET	(\$125,487.35)	(\$141,836.44)	\$16,349.09
------------	-----------------------	-----------------------	--------------------



2025 KEY ACCOMPLISHMENTS

ADMINISTRATIVE SERVICES: Awarded contract for five more years to oversee the management of The Sunset Strip Business Improvement District (SSBID) and West Hollywood Design District (WHDD). Administrative support for Legends of the Sunset Strip (LOTSS). Board formation coordination, facilitation of meetings for West Hollywood Small Business Foundation (WHSBF), including administrative services, grant accountability report, and budget reconciliation.

PROGRAMS & EVENTS: Launched WeHo Gives Back as a response to the fires to help business recovery. Created WeHappy Wednesdays a promotional program, in partnership with City of West Hollywood, offering free parking on Wednesdays in April, generating over \$10 million in media value, and filling our hospitality businesses with patrons. Launched new leadership and workforce development initiatives, including the **WeLead Academy**, a program of the West Hollywood Small Business Foundation, exceeding enrollment goals. Successfully delivered **flagship signature events** such as the AMMBI 2025, State of the City, CBA, exceeding revenue projections. Held Know Your Rights workshops and the development of a comprehensive **Business CERT** program proposal in partnership with public safety agencies. Developed and implemented inaugural Spinning Sunset for the SSBID annual summer activation bringing nearly 4,000 visitors to the boulevard. Partnered on promotional programs such as WeHo Loves Locals, Eat + Drink West Hollywood, Women in Leadership Awards, and other signature events in the community that promote and support our business community.

MARKETING & COMMUNICATIONS: Published *From WeHo with Love* – a photo-heavy, celebrity centric, coffee table book, celebrating 100-years of West Hollywood, and the role WHCC played in the city's development. Positioned the Chamber as a **central communications hub during emergencies**, delivering timely, accurate information to businesses during regional disruptions. Strengthened the Chamber's brand presence **through high-visibility community activations** and expanded digital storytelling highlighting members, advocacy efforts, and local leadership.

MEMBERSHIP, NETWORKING, & ENGAGEMENT: Welcomed 80 new Members to the West Hollywood Chamber. Hosted multiple **high-engagement networking** events fostering meaningful connections and advocacy opportunities. Elevated member recognition and leadership through awards, honors, and participation in regional leadership academies. Enhanced member engagement and retention through targeted outreach, responsive programming, value-driven communications, and an activated Ambassador Program.

FINANCIAL OVERSIGHT: Secured corporate partnerships, sponsorships and advertising revenue tied to signature events, programs, and publications, supporting the Chamber's financial objectives. Diversified revenue streams through expanded programming and sponsorship opportunities aligned with member needs. Maintained fiscal discipline while increasing services and organizational visibility.

COMMUNITY, GOVERNMENT, & ADVOCACY: Served as a frontline resource for businesses during crises, reinforcing the Chamber's role as a trusted advocate and connector. Advanced **small business advocacy efforts**, contributing to the passage of key Small Business Initiative elements at the city level. Advocated support for and promoted City Council initiatives that helped the business community. Strengthened partnerships with government agencies, community organizations, and regional stakeholders. Presented the Beacon Economics Westside cities report at WC3's State of The Westside, commissioned by the Westside Council of Chambers of Commerce (WC3).

OPERATIONS & ORGANIZATIONAL LEADERSHIP: Reorganize Team duties to better efficiency and role clarity. Maintained high standards of execution, responsiveness, and adaptability during a period of increased activity and visibility. Improved internal systems and workflows to support expanded programming, communications, and member engagement. Demonstrated strong staff leadership and professional development through continued participation in regional leadership programs. Successful CEO succession and new WHCC President & CEO in place.

2026 KEY PRIORITIES

1 MEMBERSHIP GROWTH & MARKET PENETRATION

Goal: 600 Members | 10% Market Penetration

With more than 6,000 registered businesses in West Hollywood, the Chamber is targeting 600 active members in 2026, representing a 10% market penetration rate. To achieve this, we will:

- Expand outreach to underrepresented and home-based businesses
- Develop industry-specific communities of interest
- Increase member engagement through curated business development opportunities
- Strengthen retention through enhanced concierge-level service

Membership growth is not solely about numbers, it is about strengthening our collective voice and delivering measurable value to the business community.

2 FINANCIAL SUSTAINABILITY & REVENUE GROWTH

Goals: Sell Out All Three Signature Events | Rebuild Operating Reserves

Strengthening financial stability is essential to the Chamber's long-term resilience.

In 2026, we will:

- Sell out all three signature Chamber events
- Expand annual sponsorship commitments
- Diversify non-dues revenue streams
- Develop a structured reserve rebuilding plan

Revenue growth will align directly with our annual goals and support sustained investment in programming, advocacy, and member services.

2026 KEY PRIORITIES

3 BUSINESS SERVICES HUB EXPANSION

Goal: Establish WHCC as a Central Support Hub for Independent & Remote Businesses

West Hollywood's economy includes a significant number of independent professionals, home-based businesses, and remote workers who lack access to traditional office infrastructure. In 2026, the Chamber will explore expanding its physical office into a multi-use business services hub to support this growing segment. Potential offerings may include:

- Marketing and creative support services
- Video editing resources
- Business & business mail services
- Conference room and meeting rentals

This initiative is designed to generate new non-dues revenue, increase daily engagement with members, and position WHCC as essential business infrastructure for the modern workforce.

4 CENTENNIAL LEGACY & REVENUE INITIATIVE

Goal: Sell 2,000 Centennial Books | Generate \$70,000 in Revenue

The 248-page centennial book, *From WeHo with Love*, chronicles 100 years of West Hollywood history through the Chamber's lens, featuring rare archival materials and a modern narrative celebrating the city's evolution.

In 2026, we will prioritize full distribution of the remaining inventory, generating \$70,000 in revenue while reinforcing the Chamber's historic and cultural leadership.

Sales strategies will include:

- Community partnerships
- Corporate bulk purchases
- Hospitality and retail placements
- Event-based promotions
- Targeted marketing campaigns

From WeHo with Love: A History of West Hollywood serves as both a commemorative legacy project and a strategic revenue driver.

A LEGACY OF LEADERSHIP. A LIFETIME OF IMPACT.

For more than 15 years, you led with courage, conviction,
and an unwavering belief in the power of community.
You strengthened our Chamber.

You elevated our voice.
You championed small businesses when they needed it most
You brought us all together, not just to navigate challenges,
but to shape the future.

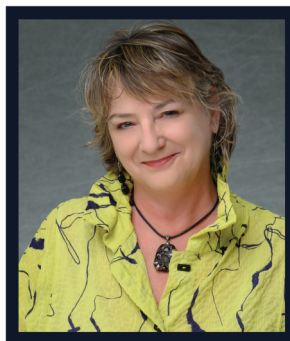
Gen, your advocacy changed policy.
Your leadership changed institutions.
And your heart changed people.

With gratitude, admiration, and deep respect we celebrate you.

Congratulations, Gen!

—Your WHCC Family:

*Board of Directors,
Board of Governors, and Staff*



WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

 **Clear Channel Outdoor**

proudly supports the
West Hollywood Chamber of Commerce

WEST HOLLYWOOD
WHCC
CHAMBER OF COMMERCE

HOLLYWOOD

Congratulations to the
Ray Reynolds Award Honoree
Genevieve Morrill!

 CLEARCHANNEL



Genevieve Merrill

CONTINUE BEING THE DIFFERENCE!

Elaine Butcher Stuart & Greg Stuart



ARTEMIS



PROUDLY CELEBRATES

GENEVIEVE MORRILL

for her extraordinary service to the West Hollywood business community.

Your commitment, leadership, and generosity have made a lasting impact. We're proud to call you a friend.

CORNICHE G R O U P

GEN! WE LOVE YOU!
Best of luck in your new chapter.
From your Corniche Family



39 years at 8721 Sunset Blvd.

CORNICHE CORNICHE
T R A V E L ENTERTAINMENT



Customized African Safaris
Customized Vacation Travel
Cruises and Tours
Airline, Hotel, and Ground Travel Services
Business Travel Management
Entertainment

800.852.4417 info@corniche.com



Honoring 15 remarkable years as President & CEO, and a lasting legacy of leadership, partnership, and service to the West Hollywood business community.

With admiration and friendship,

Joan Henehan
Board of Governors



WITH GRATITUDE FOR YOUR SERVICE

GEN, SERVING ALONGSIDE YOU HAS BEEN AN HONOR. YOUR
DEDICATION TO THE WEST HOLLYWOOD BUSINESS COMMUNITY
AND YOUR THOUGHTFUL LEADERSHIP HAVE LEFT AN
UNDENIABLE MARK.

YOU GAVE YOUR TIME, YOUR ENERGY, AND YOUR PASSION – AND
OUR CHAMBER IS STRONGER BECAUSE OF IT.

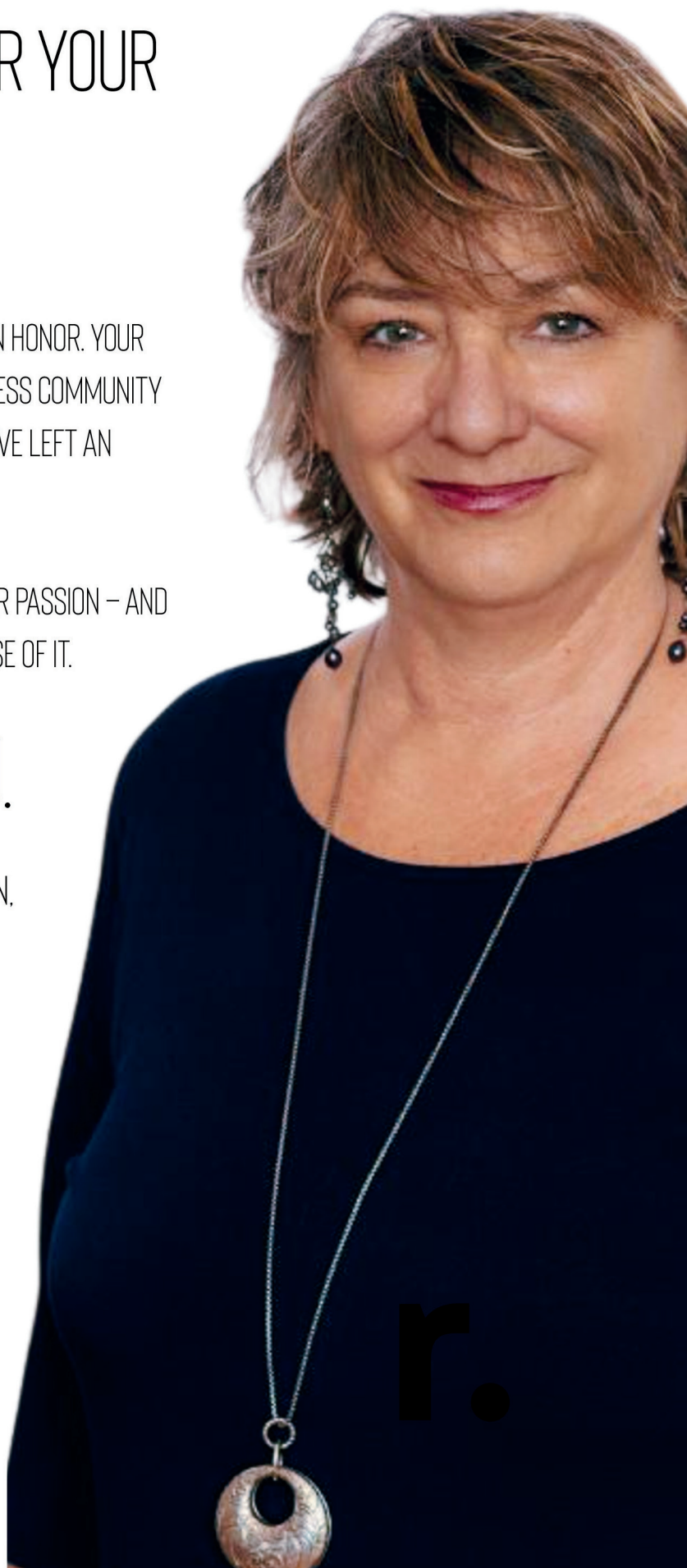
THANK YOU.

WITH SINCERE APPRECIATION,

Feith Kaplan



robust.
REAL ESTATE



GĚN



YOUR
LEADERSHIP
WAS A
GAME CHANGER

The Third Degree
Hospitality Furniture
www.thethirddegree.com



TransCanWork

is fighting for all regardless of race, sex and gender.

Genevieve's legacy includes lifting up organizations like Trans Can Work and ensuring our work is seen, valued, and supported. From honoring us with the 2025 Creative Community Service Award to consistently advocating for inclusive hiring, she has been a powerful force for progress in West Hollywood and beyond.



Thank you,
GEN!

You are a true ally in every sense of the word.

Transcanwork.org

Congratulations

Genevieve Morrill

This year's Ray Reynolds Award recipient!

Beaches Tropicana and Beaches Weho are grateful for your years of leadership, dedication, and unwavering commitment to the West Hollywood business community. This recognition is so well deserved!



Beaches
TROPICANA

& Beaches
weho



OOOO

SAVE-THE-DATE

OOOO

WEDNESDAY, MARCH 25, 2026
ANDAZ WEST HOLLYWOOD | 6-8:30 PM | \$25

29th Annual West Hollywood Women in Leadership

AWARDS & RECEPTION

Celebrating the women shaping our business community

Featuring the

Phyllis Morris Award

for Excellence in Design & Entrepreneurship

and introducing the new

Genevieve Morrill Award

Excellence in Business



COURTESY JAMIE ADLER



WILLA CUTOLO PHOTOGRAPHY

WOMEN WHO LEAD | A CITY THAT THRIVES

I never set out to build a career as a Chamber executive, but I could not be more grateful that my journey led me to West Hollywood.

For 25 years, this extraordinary community has inspired, challenged, and uplifted me. I am deeply thankful to all of you—



To my incredible staff, for your dedication, professionalism, and heart.

To our Board of Directors, for your steadfast leadership and trust.

To our Board of Governors, for your wise counsel and guidance.

To our City Council, past and present,
for your partnership and commitment to our shared vision.

To our City Managers, for leading with strength—
especially in times of challenge.

To our City Staff, for your collaboration and
for always making things happen.

To our wonderful Chamber members and small businesses,
you are the spirit and strength of our business community.

To the leadership of our Business Improvement Districts,
for your partnership and innovation.

To the amazing residents of West Hollywood,
for your engagement and for always listening.

To the sponsors who said “yes” and helped bring our ideas to life.

To our affiliates and vendors, who consistently made us shine.

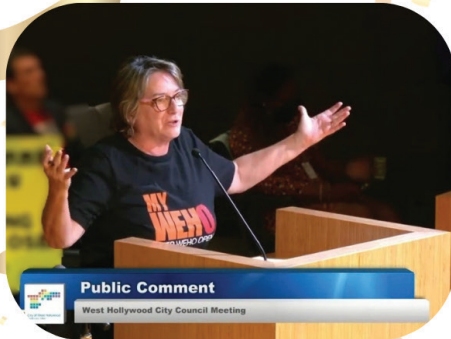
And to those who are underserved and marginalized—stay strong.

You matter, and your voices are essential to the future of our community.

I would not have gone far without your support, your belief,
and your shared commitment to this remarkable city.

With gratitude and love,

Congratulations

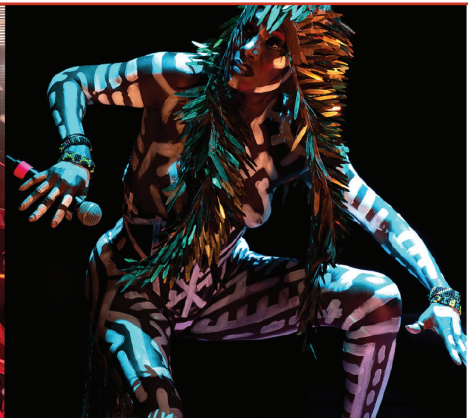


Congrats, Genevieve!

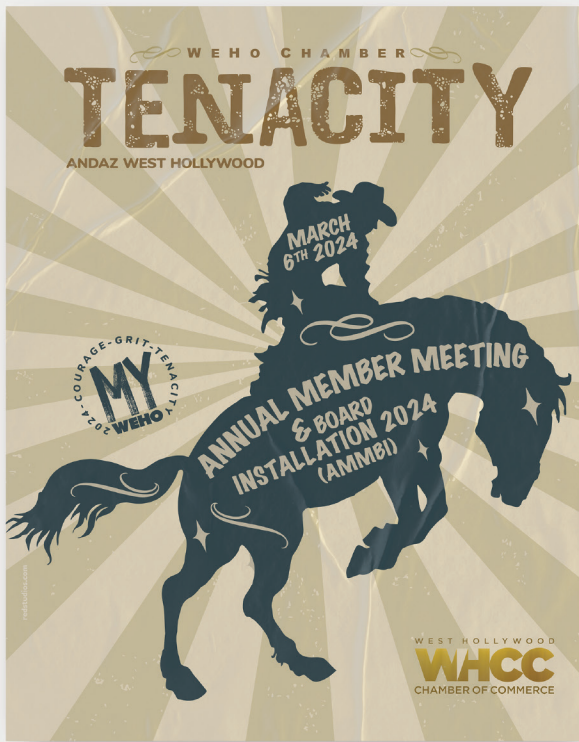
On receiving the 2026 Rey Reynolds Award, a well-deserved recognition for all your tireless advocacy for the businesses in West Hollywood!



*With appreciation,
Greater Los Angeles Realtors*



 **JON VISCOTT**
VISCOTTIMAGES.COM



Event Collateral & Consulting



Annual Reports & Publications



Digital & AI Strategies



Identity & Branding



STUDIOS.com

Fifteen incredible years of leadership and impact—what an achievement!

Gen, thank you for your lasting contributions to the West Hollywood business community.

Wishing you every success in your next chapter. – RED Studios