

# HOLLYWOOD: EXPLAINED!

**LA  
EXPLAINED**

A CULTURAL HISTORIC HUB  
FOR LOCALS, BY LOCALS.

**2024**

**HOLLYWOOD**  
CHAMBER OF COMMERCE

# About The HCC

**TRANSFORM BUSINESS AND IMPROVE LIVES**

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The Hollywood Chamber of Commerce (HCC) exists to transform business and improve lives. The Chamber facilitates this transformation through businesses networking, business coaching, business advocacy, and innovation. We believe that businesses bold enough to think they can change the world are the ones that do.

Founded in 1921, the Hollywood Chamber of Commerce (HCC) is the largest business organization in Hollywood and serves as a place for our diverse membership to connect, grow, and make an impact. The HCC is the proud steward of two global icons: the Hollywood Walk of Fame, and the Hollywood Sign.

[WWW.HOLLYWOODCHAMBER.NET](http://WWW.HOLLYWOODCHAMBER.NET)

[@HOLLYWOODCHAMBEROFCOMMERCE](https://www.instagram.com/HOLLYWOODCHAMBEROFCOMMERCE)



# About LA Explained

## **BUILDING LA'S FUTURE BY PRESERVING ITS PAST**

LA Explained is an immersive cultural hub designed to explore, showcase, and celebrate, the past, present, and future of Los Angeles.

Part of what makes L.A. such an amazing place to live is its diversity. In a place where truly anything can (and likely has) happened, and with hundreds (yes hundreds!) of neighborhoods; each of its tight-knit communities are as multifaceted as its architecture, its food, and each of its residents - who have all contributed to our collective history in one way or another.

With a flair for the dramatic and an appreciation for our city's colorful past; L.A. Explained is the go-to for content, archives, and experiences that celebrate our city and keep our community connected.

**WWW.LAEXPLAINED.COM**

**@LAEXPLAINED**



# An Iconic Collaboration



## 2024: CELEBRATING A MONUMENTAL MILESTONE

LA Explained has partnered up with The Hollywood Chamber of Commerce to introduce a rich array of programming and activations in 2024. Join us as we commemorate the Hollywood Sign's 100-year Centennial, a monumental milestone in Hollywood History, and usher in the next generation of movers, shakers, and history makers.

Our program revolves around three core pillars: a citywide AR treasure hunt, a collaborative time capsule project, and immersive dining experiences. Complementing these, a bespoke range of additional programming options that uniquely celebrate the past, present, and future of Hollywood's culture in entirely new and immersive ways, promises this will be an event to remember with something for everyone.

These concepts, many of which **will continue evolving throughout the year**, invite collaboration, and are designed to provide our partners and patrons with a diverse range of opportunities to contribute to our collective history and forge stronger community connections in fresh, unexpected ways.

## NOW ON WITH THE SHOW...



# Engagement Snapshots



16.8 M+



16.8 MILLION IMPRESSIONS X MONTH

29,438+



AVERAGE VIEWS X STORY: 29,438

159,994+



PEOPLE REACHED X MONTH

568,393+



LIKES PER MONTH: 568,393

32,443+



AVERAGE IMAGE SHARES: 32,443

678,933+



USER INTERACTIONS PER MONTH: 678,933

- 198K PROFILE VISITS X MO.
- 1 MILLION CONTENT INTERACTIONS X MO.
- 568,393 LIKES X MO.
- 9K COMMENTS X MO.
- 32.5K CONTENT SHARES X MO.
- 31K CONTENT SAVES X MO.
- 7,500 LINK TAPS X MO.
- 10K+ NEWSLETTER SUBSCRIBERS

HOLLYWOOD

# Audience Insights

## 01.

### INFORMED LOCALS

A significant portion of our audience are informed locals, who are passionate about Los Angeles and its rich history. They are dedicated advocates, well-versed in the city's culture and hidden gems, making them a vital part of our community. We serve as their source for fresh insights and camaraderie, and they help us uncover the city's lesser-known treasures to build an inclusive community of local experts.

## 02.

### AFFLUENT TRAVELERS

We also have a strong connection with affluent travelers visiting Los Angeles seeking the extraordinary. These discerning visitors seek exclusive experiences and unique insights into the city. Our platform serves as their trusted guide, offering access to hidden gems and tailored recommendations that elevate their stay, ensuring they leave with unforgettable memories of Los Angeles usually reserved for locals.

## 03.

### INDUSTRY INSIDERS

We've also become a favorite among industry insiders and the A-list talent or aspirational individuals who collectively shape the Hollywood dream. They turn to us for both inspiration and nostalgia, as we offer them a window into the collective unconscious of the city. With an unbiased view of the history, culture, and unseen creative force that defines Los Angeles, we connect them to the heart of a city that unites its residents and fuels their dreams.

## Our Community:

While much of our audience is comprised of full-time residents (including many iconic actors, musicians, athletes, artists, influencers & more), we've also developed a cult-like following from tourists; who look to us for recommendations, information, and access to exclusive events, and all the incredible historical, architectural, and cultural points of interest our city has to offer to plan their trips around.

LA Times

GOOD DAY LA

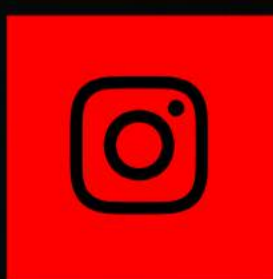
LA ist

Los Angeles

LA WEEKLY

71% call Los Angeles "Home"

## Audience Profile:



116k Followers



67% are 25-44 Y.O.



59.6% identify as male



40.3% identify as female



marinadiamandis · 16m  
Wrote most of 'Electra Heart' in a hotel to the left of this shot and bought all her (very shiny, very plastic) 60's clothes in the vintage stores on Hollywood Blvd. ❤️

# Community Spotlight (Partial)

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JOHN MAYER  
KIERNAN SHIPKA  
KRISTEN BELL  
KAIA GERBER  
CHRIS ROCK  
SOPHIA BUSH  
MARINA DIAMANTIS  
ADAM DEVINE  
RYAN PHILLIPPE  
RICK AND KATHY HILTON  
JAY LUCHS (LA)  
IAN SOMERHOLDER  
ZAC POSEN  
LEWIS CAPALDI  
JOE WICKS (FITNESS)  
MARK HOPPUS (BLINK 182)  
JOE MANGINELLO  
JERRY O'CONNELL  
MINDY KALING  
NICK KROLL  
JEANNE TRIPPLEHORN  
CYNTHIA ERIVO  
PAMELA ADLON  
RICKI LAKE  
BRECKIN MEYER  
MARTHA PLIMPTON  
KIM PETRAS  
PHIL ROSENTHAL  
JALEEL WHITE  
LESLIE GROSSMAN  
BILLY EICHNER  
PEE WEE HERMAN <3  
JAMES VALENTINE  
ANDY GRAMMER  
RYAN TEDDER (ONE REPUBLIC)  
KEVIN CONNOLLY  
JENA MALONE  
SELMA BLAIR  
SOPHIE FLAY (LA)  
MARK MESTER (LA)  
PAULY SHORE  
GIA COPPOLA  
JOSH DALLAS  
ELIZABETH CHAMBERS  
ALISON MARTINO  
ALEX ISRAEL  
MILO VENTIMIGLIA  
TYLER HENRY  
NICK ROBINSON  
NASH GRIER  
ADAM LAMBERT  
MARK MCGRATH

DAVID ARQUETTE  
MOBY  
KATHERINE SCHWARZENEGGER  
PATRICK SCHWARZENEGGER  
EDITORS AT HARPER'S BAZAAR  
ALISHA BOE  
ADELINE RUDOLPH  
DIANA SILVERS  
CALEB HEARON  
ISAAC COLE POWELL  
DIJON  
JENJI KOHAN  
CAROLYN MURPHY  
BRIAN DE LOWE  
AUTUMN DE WILDE  
BARBARA DAVIDSON  
ASHLEY JOHNSON  
COLE WALLISER  
FELIX MALLARD  
CHARLIE CARVER  
WILLAM  
RYAN CABRERA  
JADE SPEISER  
CHET HANKS  
EDITORS AT BLOOMBERG  
EDITORS AT VARIETY  
EDITORS VANITY FAIR  
MAGAZINE  
EMILY SCHUMAN - CUPCAKES &  
CASHMERE  
JC CHASEZ - N'SYNC  
D'ARCY CARDEN  
CASEY SPOONER  
VIOLET CHACHKI  
HOLLY MADISON  
JOEL MCHALE  
EDITORS AT L.A. TIMES  
JENNIFER TILLY  
MATTHEW RUTLER  
CHRISTINA AGUILERA  
CHLOE MORETZ  
BANKS  
ERIKA JAYNE  
RYAN ADAMS  
PRODUCERS AT KTLA  
BJ NOVAK  
ZELLA DAY  
CAITLIN REILLY  
ALISHA WAINWRIGHT  
TYLER BLACKBURN  
BRODY JENNER  
ZOEY DEUTCH  
ERIC ANDRE  
SKY FERREIRA



# HOLLYWOODLAND





# ACT 1:

## Hollywood Sign Centennial

**THE HOLLYWOOD SIGN, AN ENDURING EMBLEM OF DREAMS REALIZED, HAS STOOD PROUDLY FOR NEARLY A CENTURY, ENCAPSULATING THE ASPIRATIONS AND COLLECTIVE EXPERIENCES OF COUNTLESS DREAMERS AND CREATIVE SPIRITS BELOW.**

**IN PARTNERSHIP WITH THE HOLLYWOOD SIGN TRUST AND CHAMBER OF COMMERCE, WE'VE ENVISIONED A SERIES OF IMMERSIVE, INTERCONNECTED EXPERIENCES THAT COMMEMORATE THIS MONUMENTAL MILESTONE, GIVING PARTNERS AN OPPORTUNITY TO JOIN US IN MAKING HISTORY AND USHERING IN THE NEXT 100 YEARS.**

**DISCLAIMER: THE CONTENT PRESENTED IN THE FOLLOWING PAGES REGARDING THE HOLLYWOOD SIGN'S CENTENNIAL PROJECT ARE A WORK IN PROGRESS. THE KEY CONCEPTS AND IDEAS ARE STILL UNDERGOING REFINEMENT, AND THEIR FINAL DELIVERY IS CONTINGENT UPON FURTHER REVISIONS, APPROVAL, AND EDITS.**

COLLECT  
AUTOGRAPHS

& FOLLOW  
CLUES

TO UNLOCK  
& REVEAL

EXCLUSIVE VIP  
PRIZES

# KEYS TO THE CITY

A CITYWIDE AR TREASURE HUNT



IMMERSE YOURSELF IN A DIGITAL ADVENTURE ACROSS LOS ANGELES WITH OUR MOBILE APP'S AR CAPABILITIES. COLLECT VIRTUAL 'AUTOGRAPHS' TO UNLOCK CLUES AND FIND ALL 9 HOLLYWOOD SIGN LETTERS AND MAKE THE CITY YOUR GAMEBOARD WITH FACTS, TRIVIA, PRIZES & MORE!

HISTORIC  
VENUES

LOCAL  
CHEFS

ELEVATED  
DINING

PREMIUM  
EXPERIENCES



# DESTINATION DINNERS

**EXCLUSIVE DINING EXPERIENCES INSIDE HOLLYWOOD'S  
MOST ICONIC EATERIES & ESTABLISHMENTS**

HOSTED AT AN ARRAY OF INCREDIBLY UNIQUE PLACES AND SPACES ACROSS THE CITY, THIS HIGHLY CURATED DINNER PARTY SERIES INVITES GUESTS TO IMMERSE THEMSELVES IN THE HISTORY, CULTURE, ART, ARCHITECTURE AND CUISINE THAT'S MADE HOLLYWOOD A MUST-SEE LOCATION FOR FOODIES WORLDWIDE.



**IT'S MORE THAN A MEAL**

CURATED

**GOURMET  
EXPERIENCES**

THAT GIVE YOU A TASTE OF

**LA'S MOST  
HISTORIC**

FLAVORS

AN EXCLUSIVE LA EXPLAINED  
EXPERIENCE

Shh...

HOLLYWOOD



's Secret  
**HOLLYWOOD**  
SUPPER CLUB

IT'S NOT JUST A MEAL; IT'S A ONCE IN A LIFETIME  
EXPERIENCE YOU HAVE TO SEE TO BELIEVE.

IN 2024, VIP GUESTS AND SELECT WINNERS FROM THE LA  
EXPLAINED COMMUNITY ARE INVITED TO INDULGE IN  
ONE OF **FOUR ULTRA-EXCLUSIVE DINING EXPERIENCES.**

HOSTED AT SOME OF LA'S MOST ICONIC (AND  
UNEXPECTED) LANDMARKS AND LOCALES; THESE  
EXTRAORDINARY CULINARY EXPERIENCES ARE OPEN FOR  
BRAND SPONSORSHIP, AND OFFER A GLIMPSE INTO THE  
EXCEPTIONAL OFFERINGS WE HAVE PLANNED FOR 2025  
AND BEYOND. SAVE A SEAT AT OUR TABLE, AND JOIN US  
IN REVEALING THE HIDDEN SIDE OF HOLLYWOOD.

(4) VIP PREVIEWS IN 2024  
PUBLIC CONSUMPTION: 2025



ENCAPSULATE THE  
ESSENCE OF  
HOLLYWOOD'S PAST,  
PRESENT, AND FUTURE.

A PHYSICAL & DIGITAL  
REPOSITORY FOR A  
MONUMENTAL  
MILESTONE

# THE :TIME: CAPSULE

A FIRST IN  
HOLLYWOOD HISTORY

## HOLLYWOOD

FOR THE FIRST TIME IN HOLLYWOOD HISTORY, LA EXPLAINED WILL BE BURYING A TIME CAPSULE THAT PRESERVES THE PAST, CELEBRATES THE PRESENT, AND USHERS IN THE FUTURE OF THE HOLLYWOOD SIGN. JOIN US IN THIS HISTORIC ENDEAVOR TO COMMEMORATE 100 YEARS OF MAGIC MOVIES



100 YEARS



AN INTERACTIVE ARCHIVE, FIELD GUIDE,  
COFFEE TABLE BOOK & SIGN OF THE TIMES



# 100 YEARS *of* HOLLYWOOD



EXPLORE A CENTURY OF HISTORY, ART, STORIES AND LIVES WELL LIVED BENEATH THE HOLLYWOOD SIGN IN THIS UNIQUE BOOK—A LIVING RECORD AND REPOSITORY. BEYOND A CURATED COLLECTION OF CULTURAL INSIGHTS, IT SERVES AS YOUR KEY TO CONTRIBUTE CONCEPTS, ART, AND IDEAS TO HOLLYWOOD HISTORY. SEAMLESSLY BLENDING PAST AND PRESENT, THE BOOK INVITES ONGOING READER CONTRIBUTIONS THROUGH AR AND OTHER INTERACTIVE ELEMENTS, ENSURING A DYNAMIC TAPESTRY OF DIVERSE STORIES FOR FUTURE GENERATIONS.

## THE BOOK

A NEW PODCAST ABOUT OLD HOLLYWOOD

CAPTIVATING  
PEOPLE

ICONIC  
INTERVIEWS



DISCOVER THE PAST, PRESENT, & FUTURE OF  
**LIFE IN HOLLYWOOD**

JOIN US ON A CAPTIVATING JOURNEY THROUGH THE LAST 100 YEARS UNDER THE ICONIC HOLLYWOOD SIGN, UNRAVELLING TALES OF STARS, DREAMS, AND THE EVER-EVOLVING ENTERTAINMENT LANDSCAPE. FROM THE **GOLDEN AGE** TO THE **DIGITAL REVOLUTION**, EACH EPISODE PAINTS A VIVID PICTURE OF HOLLYWOOD'S EVOLUTION, OFFERING A SOUND BYTE INTO THE LIFE AND TIMES OF THOSE WHO'VE LIVED IN THE SHADOW OF THIS LEGENDARY SIGN. SUBSCRIBE NOW FOR A TIME-TRAVELING ADVENTURE, EXPLORING THE TRIUMPHS, CHALLENGES, AND SECRETS THAT SHAPED THE WORLD'S ENTERTAINMENT CAPITAL.





HOLLYWOOD

# IN THE CLOUDS

**AN INFLATABLE HOMAGE TO THE ARTS, AN ODE TO  
TINSELTOWN, & A TESTAMENT TO HOLLYWOOD INGENUITY**

WISH THE HOLLYWOOD SIGN A HAPPY 100TH BIRTHDAY WITH AN EPIC INFLATABLE ART COLLABORATION! BE PART OF HISTORY AS WE UNVEIL THIS MONUMENTAL MASTERPIECE, A TRIBUTE TO 100 YEARS OF CAPTIVATING IMAGINATIONS WORLDWIDE. DON'T MISS THIS UNFORGETTABLE EXPERIENCE THAT CELEBRATES CREATIVITY. JOIN US IN HONORING A CENTURY OF CINEMATIC BRILLIANCE!





CELEBRATE THE NEW SOUNDS OF THE SEASON

LIVE  
PERFORMANCES

SPECIAL  
GUESTS

DISCOVER THE PAST, PRESENT, & FUTURE OF HOLLYWOOD'S  
**MELODIC MARVELS & SYMPHONIC SOUNDS**

# HOLLYWOOD HOLIDAY

*Music Series*

EXPERIENCE THE ENCHANTMENT OF THE HOLIDAYS AND  
WITNESS THE BIRTH OF A BRAND-NEW TINSELTOWN  
TRADITION AT LA EXPLAINED'S HOLLYWOOD HOLIDAYS! FROM  
BELOVED CLASSICS TO TODAY'S CHART-TOPPING HITS, WE  
INVITE YOU TO IMMERSE YOURSELF IN A CELEBRATION OF  
SOUND, MUSIC, MERRIMENT & ART FROM AN ALL-STAR  
ENSEMBLE OF MUSICIANS AND SPECIAL SURPRISE GUESTS.

# ACT 2:

## Evergreen LAE Initiatives

COMPLEMENTING OUR HOLLYWOOD SIGN CENTENNIAL CELEBRATIONS, WE'RE ALSO THRILLED TO PRESENT A SELECTION OF ORIGINAL EVERGREEN LA EXPLAINED PROGRAMMING.

THESE INITIATIVES WILL CONTINUE TO EVOLVE THROUGHOUT THE YEAR, OFFERING OUR PARTNERS NUMEROUS OPPORTUNITIES TO ENGAGE WITH OUR COMMUNITY AND PARTICIPATE IN SHAPING LOS ANGELES'S ONGOING NARRATIVE. THESE PROJECTS ARE DESIGNED TO KEEP OUR COMMUNITY ENGAGED AND INSPIRED, FOSTERING CONNECTIONS THAT REINFORCE THE VERY FABRIC OF LA EXPLAINED AND WEAVE INTO THE GOLDEN THREAD THAT BINDS OUR CITY TOGETHER: OUR COLLECTIVE PAST, PRESENT, AND FUTURE.



EXPLORE YOUR OWN CITY LIKE A TOURIST

ICONIC  
EATERIES

DELICIOUS  
DESTINATIONS



GUIDED  
TOURS



*gourmet*  
**BUS**



MENU  
TASTINGS



# TOURS

DISCOVER THE PAST, PRESENT, & FUTURE OF LA'S  
**ICONIC LANDMARKS & CULINARY CULTURE**

FROM ICONIC MENU STAPLES TO A FEW OFF-MENU DELIGHTS, LA EXPLAINED'S VIRAL BUS TOURS TEST YOUR KNOWLEDGE, TEMPT YOUR TASTEBUDS, AND SHARE THE SECRET INGREDIENTS TO L.A.'S SIGNATURE FLAVORS. CHART A COURSE THROUGH LA'S FLAVORFUL PAST, NAVIGATE TO SOME OF THE CITY'S MOST DELICIOUS DESTINATIONS, AND EXPLORE THE CITY'S ILLUSTRIOUS BLEND OF ARCHITECTURE, CULTURE, AND CUISINE ON A DOUBLE-DECKER TOUR BUS WITH HUNGRY, HISTORY LIVING ANGELENOS.



POP-UPS  
& EVENTS

RETAIL  
INTEGRATIONS

ART EXHIBITS  
& EXPERIENCES

*Dear Los Angeles,*

*Thank you for making my  
dreams come true,*

*unironically  
exactly  
I write when I have schedule*

THE SECOND ANNUAL

**TASTE**

OF:

**L A**



Q2/Q3

IN PARTNERSHIP WITH  
*Bristol Farms*



THROUGH THOUGHTFUL COLLABORATION WITH AN ELEVATED ASSEMBLAGE OF THE FINEST GOURMET BRANDS, FOUNDERS, AND FORWARD-THINKING FOODIES; L.A. EXPLAINED & BRISTOL FARMS HAVE PARTNERED TO CELEBRATE THE PAST, PRESENT & FUTURE OF LOS ANGELES' LEGENDARY CULINARY CULTURE. THROUGH A DYNAMIC NEW SERIES OF GOURMET EVENTS & EXPERIENCES.

# COCKTAILS AT THE CARLOTTA

Nestled within the heart of Hollywood, the historic Villa Carlotta stands as a symbol of creativity and cultural resonance. It's home to a diverse community of entertainment industry titans, visionaries, and artists who have shaped the very essence of Tinseltown. We've recently embarked on an exciting venture, hosting weekly tasting events within this iconic space. **This exclusive opportunity allows our partners to showcase and demonstrate their products to a discerning audience of 20-40 guests every week.** As the sun sets on Hollywood, the Villa Carlotta comes alive with the sounds of live music, creating an intimate and upscale ambiance that's perfect for leaving a lasting impression.



**BY INVITATION ONLY**  
**EVERY FRIDAY**  
HOSTED BY LA EXPLAINED

EVERGREEN

STUDIO SEVEN PRODUCTIONS PRESENTS: COCKTAILS AT THE VILLA CARLOTTA

VILLA CARLOTTA WAS BUILT IN 1926 FOR THE WIDOW OF **THOMAS H. INCE** AND DESIGNATED A **LOS ANGELES HISTORICAL CULTURAL MONUMENT** IN 1986. THE FOUR-STORY BUILDING WAS DESIGNED BY **ARTHUR E. HARVEY**. THE BUILDING'S NOTABLE TENANTS INCLUDED ACTOR **EDWARD G. ROBINSON**, ACTRESS **MARION DAVIES**, WRITER **WILLIAM SAROYAN**, FILM PRODUCER **DAVID O. SELZNICK**, AND ARCHITECT **WALLACE NEFF**. **LOUELLA PARSONS** WROTE HER GOSSIP COLUMN FROM HER TWO-STORY APARTMENT IN THE BUILDING.

# Menu MAPS

**LA'S GOURMET FIELD GUIDES**

**SPRING 2024**

PRINT & DIGITAL MAPS FEATURING CAREFULLY CURATED PINS, PARTNERS, & POINTS OF INTEREST FOR THE HUNGRY, HISTORY-LOVING ANGELENO.

DISTRIBUTED IN-STORE & ONLINE TO APPROX 500K+ LOCAL CONSUMERS.



CELEBRITY  
RECIPES

ESSAYS &  
ARTWORK

DELICIOUS  
DESTINATIONS

HOW-TO'S &  
INTERVIEWS

# COOKING **EXPLAINED**

RECIPES FOR SUCCESS FROM LA'S  
PAST, PRESENT, & FUTURE.

**THIS IS THE STORY OF LA, AS  
TOLD THROUGH FOOD.**

A COLLECTION OF RECIPES, ARCHIVES, AND INGREDIENTS THAT SEEK TO EXAMINE THE HISTORY OF L.A.'S VIBRANT CULINARY CULTURE AND ASSIST HOLLYWOOD'S HOME CHEFS IN EXPLORING THE ART & SCIENCE OF COOKING (& EATING)... EQUAL PARTS SCRAPBOOK, COOKBOOK, AND COMMUNITY-DRIVEN TIME CAPSULE;

IN PARTNERSHIP WITH

*Bristol Farms*



**WINTER  
2024**

# Thank you!



## LA EXPLAINED

A DIGITAL COMMUNITY  
FOR LOCALS, BY LOCALS.

**THOM VEST**  
CO-FOUNDER

5959 FRANKLIN AVE SUITE #314  
LOS ANGELES, CA 90028  
DIRECT: +1.310.985.1709



[www.LAExplained.com](http://www.LAExplained.com)

**@LAExplained**

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