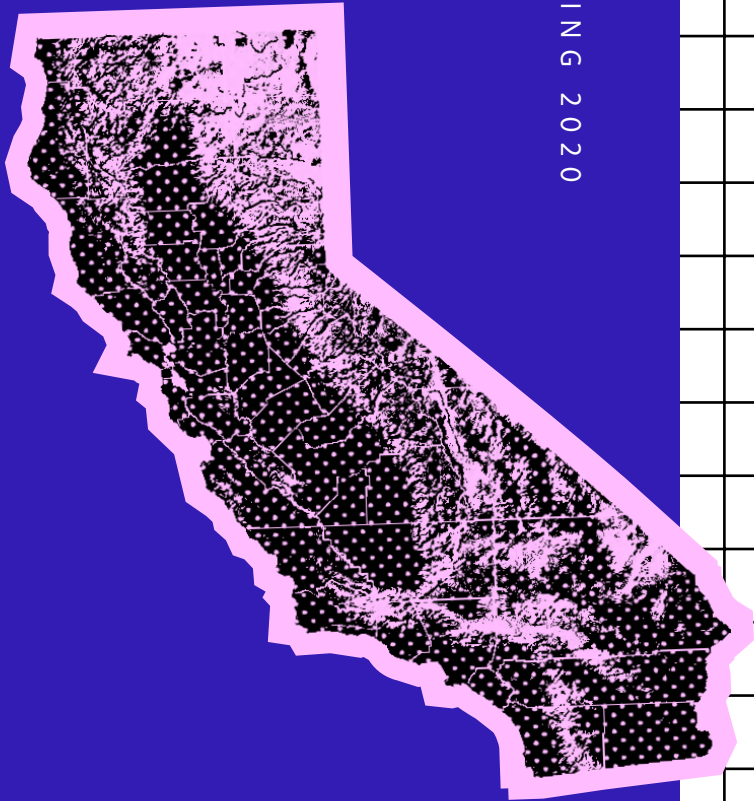


CALIFORNIA

QUARANTINE CARE PACKAGE

Trends + Tips

SPRING 2020



streetsense.

EDITOR'S NOTE

On March 20th, Governor Gavin Newsom ordered California residents to stay at home in order to combat the spread of COVID-19, making California the first state in the nation to enact such a policy. Since then, most of the country has followed suit, imposing measures designed to stop travel and enforce social distancing. The lockdown has had a significant impact on businesses large and small, from radical changes in work environments to mass layoffs. Those who can have transitioned to working from home, while essential workers now take extraordinary safety precautions as they serve on the front lines. For Californians, this new way of life has been a difficult adjustment. Los Angeles Mayor Eric Garcetti had to announce the closure of all Los Angeles parks, as Angelenos continued to congregate at beaches and hiking trails, enjoying the outdoors despite stay-at-home orders.

While these stay-at-home restrictions have severely impacted commerce, Californians are creatively looking for ways to adapt and make the best of these unprecedented times. As a result, many brands and businesses reliant on in-person transactions have found innovative ways to pivot their business models. Those that have been able to remain open are poised to secure their place in the market when this global pandemic subsides.

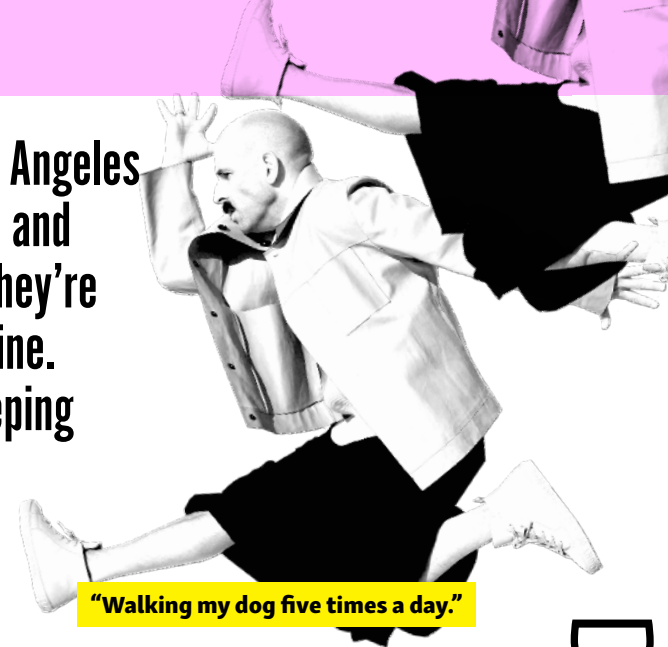
What's happening in California and across the nation highlights new possibilities in hospitality, food and beverage, and wellness and experience design that will extend beyond today's environment. Our team in Los Angeles has highlighted a few ways we can support our local business, keep our family and friends entertained, and maintain our sanity during this difficult time. We encourage you to support your local businesses and share our tips and trends with family and friends.

Zachary Tindall
Managing Director, West Coast



GROW

We asked our Los Angeles team of creatives and strategists how they're spending quarantine. Here's what's keeping them sane.



"Walking my dog five times a day."

"Binging Tiger King and Ozark."

"Sweating it out to Ryan Heffington's cardio dance workout on IG Live."

"Eating. And having happy hour whenever I want to have happy hour."

"Spending time on video chat with my kids and my parents. Who knew a global pandemic would get me to stop texting and pick up the phone?"

"Redecorating my home and propagating plants."

"Watching Donte Colley's motivational dance videos on IG and listening to the Shut Up Evan podcast."

"Finally joining TikTok."

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DANCE REST

STAY HOME

Food + Beverage



Image Source: @cocktail_acdmy

Although many bars and restaurants have been forced to shutter their doors amid the COVID-19 crisis, some have continued to provide takeout services and find innovative ways to deal with the loss of dine-in customers and provide assistance for service workers who have lost their source of income. From bartenders to Michelin star restaurants, everyone in the food and beverage industry is rethinking how

to engage with consumers to maintain cash flow, using social media and expanded menu offerings to make new connections. Lucky for those of us stuck indoors and looking for a respite from home cooking, helping local businesses is as simple as ordering takeout (hot tip: order from the restaurant directly rather than through apps if you want profits to go directly to the business).

Cellars.LA

Many restaurants are choosing to sell off their liquor inventory to increase revenue and provide aid to bartenders and waiters who can no longer work. This website provides a regularly updated map of establishments that now offer takeout alcohol.

Cocktail Academy

To help support the bartending community, Cocktail Academy has launched its #atipforatip initiative on its Instagram. Geared towards the at-home mixologist, when a bartender shares a cocktail recipe geared to the at-home mixologist in the feed, Cocktail Academy shares a link to tip that bartender through Venmo.

Guerilla Tacos

Owner Wesley Avila concocted the ultimate “taco-kit,” which not only includes the ingredients necessary to make tacos at home for the whole family, but also comes with a roll of toilet paper. The demand for the kits allowed Avila to hire back some of his furloughed employees.



La Morra Pizzeria

This pizza-making duo is offering bake at home pizza doughs and frozen pizzas that can be reserved on La Morra’s website for pick-up or home delivery.

n/naka

Michelin star restaurant n/naka is offering takeout bento boxes. At only \$39 each, this is a deep savings compared to a typical meal at this Japanese eatery. Just like dinner reservations, bento orders are already booked out through the month of April.

STAFF PICKS FOR TAKEOUT ALCOHOL

Heritage Fine Wines (Beverly Hills)

Social Eats (Santa Monica)

JuneShine (Malibu)

La Cabana (Venice)

The Semi-Tropic (Echo Park)

Madre (Palms + Torrance)

Tabula Rasa (East Hollywood)

Zebulon (Frogtown)

Block Party (Highland Park)

Kensho Market (Hollywood)

CANNABIS



In the midst of COVID-19, California Governor Gavin Newsom declared the cannabis industry as “essential,” meaning dispensaries and delivery services in the state can remain operational. These kinds of mandates may result in a broader acceptance of marijuana and its recreational use, even speeding up legalization in states like New York where the sales it brings in can help offset pandemic deficits.

Even in the face of the current crisis and lack of federal assistance, the cannabis industry is projected to grow \$7.2B in revenue by 2024. The ways in which cannabis services in California are adapting and thriving in the current situation are a testament to how essential cannabis has really become to consumers.

The Higher Path

This Sherman Oaks dispensary has shifted to online-only orders due to COVID-19. An informational video on its website reassures customers that it is monitoring the health of staff and cleaning surfaces hourly. Online orders can be picked up either in the lobby or curbside.

Sweet Flower

Sweet Flower has shops, all of which offer delivery, in Melrose, Studio City, and Arts District, with a fourth Westwood location set to open soon. Its “florists” are currently manning Instagram DMs to tackle any questions regarding cannabis needs, recognizing that shelter-in-place may require an adjustment in cannabis habits for users while also sparking new interest in non-users.

Harborside

This dispensary has outposts throughout the state, but its Desert Hot Springs location is most notable for its drive-thru window, which is proving useful as most cannabis retailers shift to curbside pick-up. Though dispensaries are now forbidden to have this feature, Harborside applied for it prior to the ban, making it one of two drive-thru’s in the state.



WHAT TO ORDER

In this stressful time, mixing cannabis into your self-care routine might help relieve some tension. For those curious about this suddenly “essential” offering, here are a few ways to incorporate cannabis into your at-home routine. All products can be ordered via [Emjay](#) delivery service in Los Angeles.

Image Source: @drinkcann



SELF-CARE



Image Source: @hifihops



Swap your nightly glass of wine for a a low dose, cannabis-infused tonic like CANN — available in Lemon Lavender, Blood Orange, or Grapefruit Rosemary.

Treat yourself to a bath with Papa & Barkley's cannabis-infused bath soak, which can also be used as a body scrub.

Crack open a cold Lagunitas Hi-Fi Hops, a diet friendly cannabis-infused drink that tastes just like beer, but is non-alcoholic, zero-cal, and zero-carb. That equals no guilt even though the gym is closed.

Experience

The shelter-in-place order has resulted in the cancellation in nearly all upcoming events; major cancellations include Coachella, SXSW, and the Tokyo Olympics. In an environment in which most people enjoy entertainment outside of their homes, players in the experience space have been getting creative in order to keep consumers engaged with live events. Instagram Live, YouTube, and Twitch have emerged as the perfect platforms for a continuous lineup of live content. Twitch, a streaming service historically used by gamers, has seen a 10% uptick in viewership, with the number of channels watched nearly doubling in the past month. The success of these online events, which range from concerts to drag shows, suggest that the experiential sector can and should consider increased accessibility via internet tools, as it can provide considerable value to those without the ability to attend in person.



Beatport “ReConnect” Livestream

This 34-hr live concert event, hosted on Twitch at the end of March, featured some of the biggest names in electronic music. Viewers could donate money for the WHO’s Solidarity Response Fund. The event raised more than \$180,000.

Digital Drag Fest

This online festival features RuGirls like Nina West and Monét X Change. With attendance capped to a few hundred attendees and prices starting at only \$10 a household, the shows are intended to maintain the intimate feel of a live experience.

LA Art Book Fair

The LA Art Book Fair was initially scheduled for April 3-5 at the Geffen Contemporary. Creative Capital has since released a Google spreadsheet that lists all of the participants set to appear at the now cancelled 2020 iteration of the event, listing what they planned to sell at the fair and links to purchase merchandise, allowing would-be attendees to browse at home.

Getty Museum

The Getty and Getty Villa created an interactive “starter kit” that allows art lovers to explore the museums from the comfort of their homes. Highlights include printable coloring book-esque versions of famous pieces and a watercolor book of Cezanne’s masterpieces.

QUIBI

**Chrissy’s Court
w/Chrissy Tiegen**

**Gayme Show!
w/ Matt Rogers
+ Dave Mizzoni**

**Most Dangerous Game
w/ Liam Hemsworth**

became the latest competitor to enter the streaming wars on April 6th. This mobile-only platform is optimized for “quick bites” of content, all with a duration of under 10 minutes. Quibi is offering new users a 90 day free trial with access to a roster of 50 shows and

“chapterized” movies, banking on a consumer need for easily consumable content and the draw of A-list celebrities. The app presents an exciting twist to the video format, with shows edited for both horizontal and vertical viewing. With app downloads in its first two days at 300,000, Quibi is having the second best debut of a new streaming app, but rollout numbers pale in comparison to that of Disney+, which attracted 4 million users on its first day. With shelter in place mandates taking hold across the globe, many of the commuters for whom the app is designed (a “downloads” tab for offline viewing is prominently featured in the home screen) no longer have a need for mobile entertainment. The release of highly anticipated streaming services Peacock and HBO Max later in the year could also curtail the app’s success, but sampling this inventive new content is worth your ten minutes or less.

Made in Los Angeles

For more COVID-19 resources and insights, please visit
streetsense.com/category/covid-19

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Streetsense is a strategy and design collective that creates brands people love and places people love to be. Comprised of over 180 thinkers and creatives across the globe, our teams bring local knowledge and research-driven strategy to projects in real estate, hospitality, retail, food and beverage, workplace, and destinations.

Our LA team lives and works at the intersection of design, culture, and technology. Based in Culver City, our team comes from each of LA's vibrant neighborhoods bringing an eclectic point of view to each assignment.

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