



# 354 Spring Street

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Los Angeles, CA

# Herman Wolf Hellman Building

Herman and Isaias Hellman were two brothers who immigrated to Los Angeles in the mid-1800s and achieved great success in business and banking.

Despite a falling out, they were able to construct three separate buildings in their lifetimes, one of them being the HWH Building that the LA Times reported was “the biggest building in Los Angeles”.

Today, it has reopened as luxury apartments fully restored to its original glory, once again taking its place as a modern-day masterpiece, now known as HWH Luxury Living



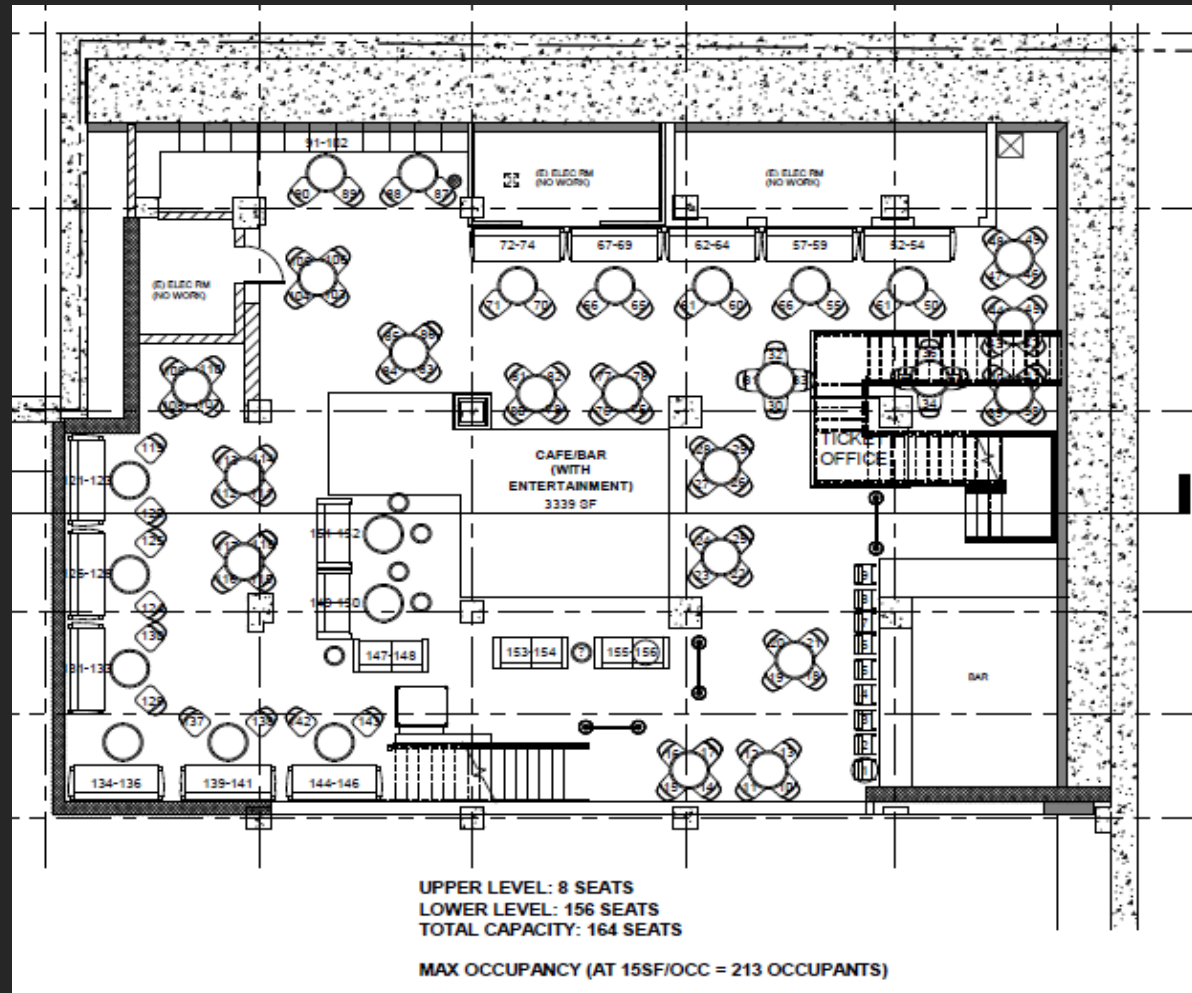
# HWH Luxury Living Original Project

During the renovation of the HWH Building to luxury apartments, ownership received 3 CUP 47's for 3 restaurants located on the 1st Floor and 1 CUP 48 in the Sub Basement.

Unfortunately, due to the global pandemic, the restaurants and the bar were never opened and the conditional use permits expired.

This plan to the right is the Sub Basement space that "Persona Non Grata" proposes to occupy and bring entertainment to DTLA at a level never experienced before.

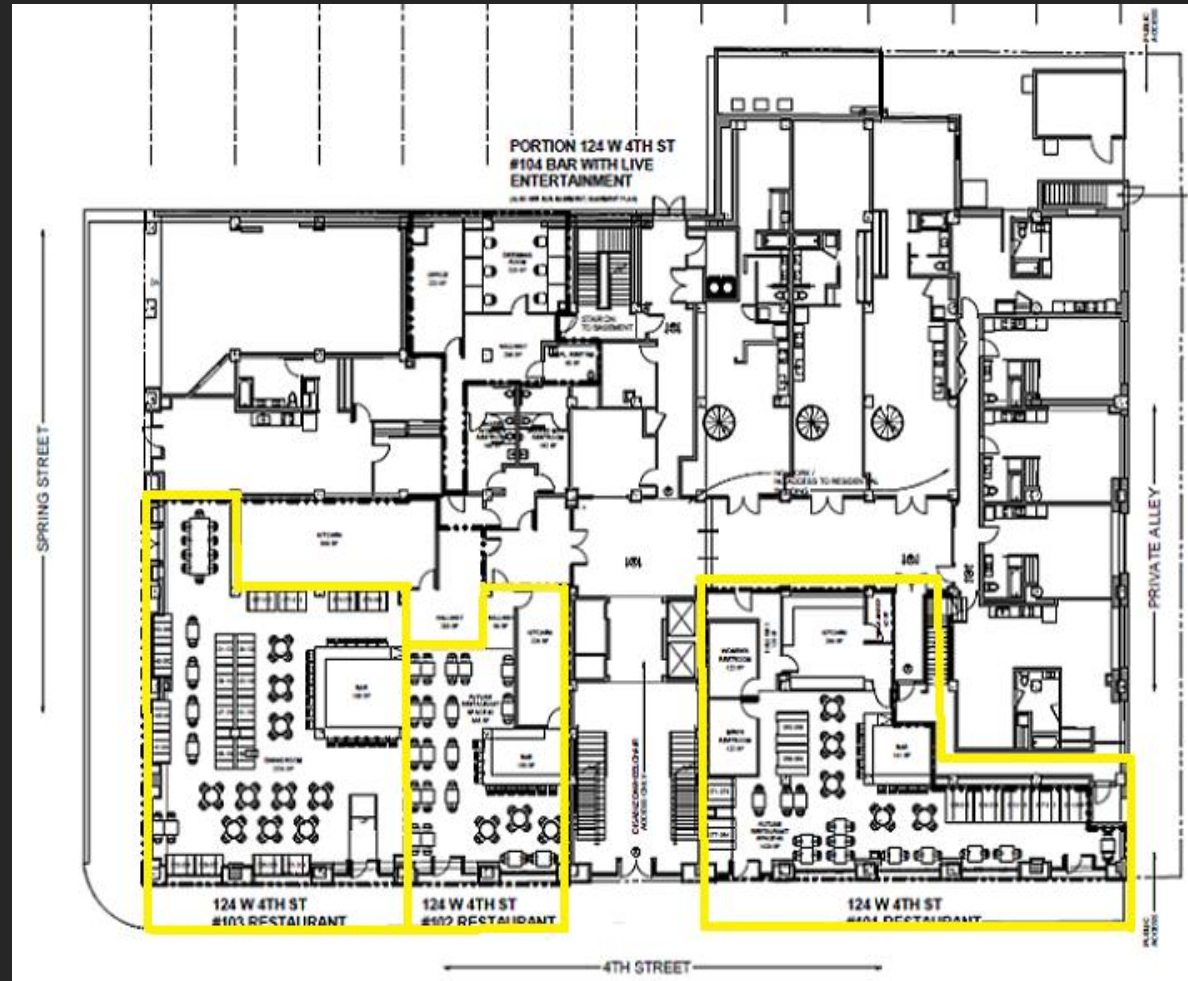
Ref: ZA-2023-4673-MCUP



# HWH Luxury Living Future Projects

As part of our commitment to DTLA and to HWH Luxury Living specifically, we will assist with the renewal of ownership's 3 CUP's and bring in partner organisations to open fresh, new dining and entertainment spaces to the building's impressive first floor.

This plan to the right shows the three highlighted spaces that represent future opportunities for partner organisations in the café/bar and restaurant business, further increasing the vibrancy of DTLA.





S Spring St

W 4th St

# Persona Non Grata DTLA

Persona Non Grata is a unique experience, different from all other café/bars: we are a unique live art experience. Our visitors come to explore, engage, and create art in real-time.

Our café/bar will feature performances from both emerging and established artists, offering something for everyone. Persona Non Grata is a great way to experience art in a more immersive way – come join us and explore the possibilities of art!



# Observe

We embrace music and culture, creating an unparalleled experience with a warm, hospitable ambience.

Those in attendance can look forward to an evening of captivating entertainment, unexpected shows, and the presence of esteemed artists who have set the stage ablaze with their performances around the world.

Our dedicated team and dazzling performances ensure a memorable and sophisticated night.



# Imbibe

We believe that a key element to the success of Persona Non Grata is a quality, first-class bar and cold aperitif operation to complement our atmosphere.

We will maintain premium liquor, wine, beer, and champagne options to ensure that our customers perceive and obtain unmatched value.





# Inclusion

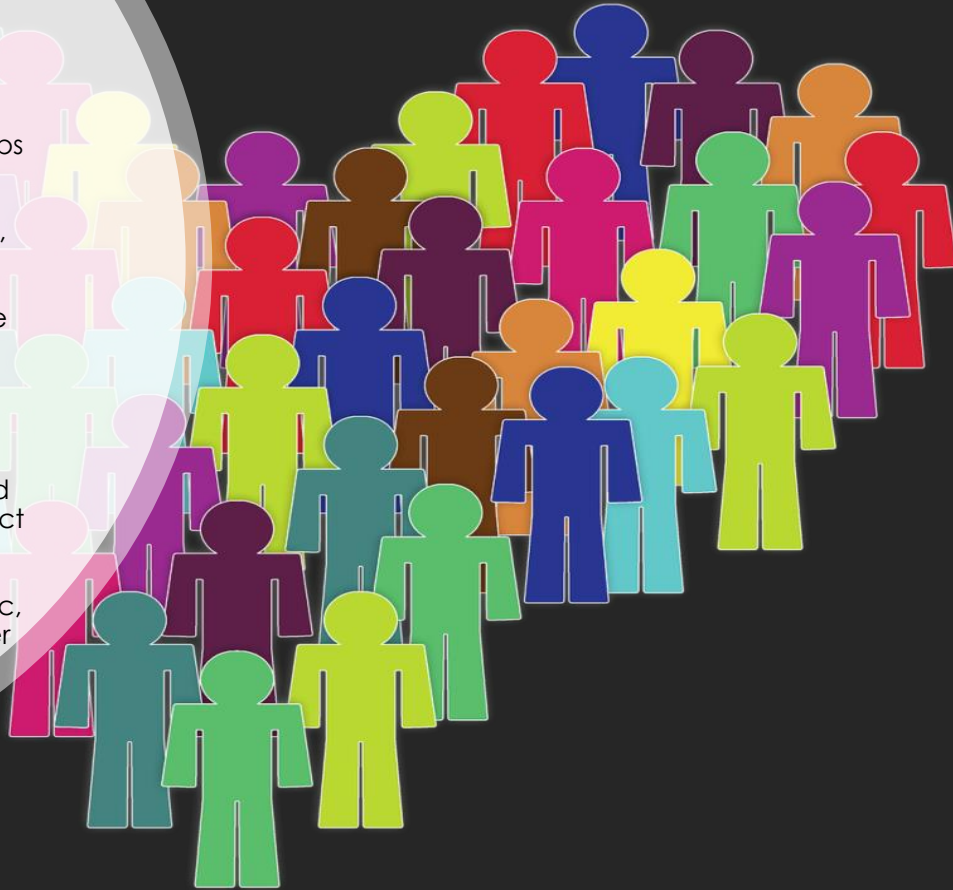
Persona Non Grata will have weekly, dedicated nights that are tailored to all groups of the DTLA community, including LGBTQ.

Our events are designed to be inclusive, safe, and fun for everyone.

We offer a wide variety of activities to choose from – from themed nights and live performances to networking and socializing.

Whether you're looking for a night out with friends, a place to meet new people, or just want to experience a sense of belonging and acceptance, Persona Non Grata is the perfect spot.

With our welcoming environment, stellar music, and unforgettable performances, you'll never want to leave.



# Community

- 63 Hours of additional, highly trained security every week on Spring St as well as 4th
- Local 4% Venue Fee to be given in charity and dedicated to the immediate District 14 needs such as cleaning, repair and maintenance, and initiatives like Take Back the BLVD
- LGBTQ & Minority Group collaborations
- Introduction of professional, high net worth clientele to the surrounding community to foster new enterprises and investments in existing businesses.
- Community job creation



# Design Inspiration

Just as DTLA is a melting pot of cultures from around the globe, Persona Non Grata will be full of interior design trends that take inspiration from international culture.

Contemporary design showcases the ample space across the club featuring monochromatic color palettes and chic furniture pieces.

Gold and silver details, velvet and satin fabrics, chandeliers and luxury touches exude class and quality.

K A M E H A  
G R A N D  
Z U R I C H

AUTOGRAPH COLLECTION  
HOTELS

HOTELS

АВТОГРАФ КОЛЛЕКЦИЯ

ГОТЕЛИ

Z U R I C H

Г Р А Н Д

Z U R I C H



Shangri-La hotel

BANGKOK

LIDO

DE PARIS

LIDO

THE MONTCALM  
MARBLE ARCH

BXR<sup>®</sup>

LONDON  
LONDON

CAKE  
NIGHTCLUB  
NIGHTCLUB

CAKE

# Hours Of Operation

<b>Monday</b>	7:00 PM to 02:00 AM*
<b>Tuesday</b>	7:00 PM to 02:00 AM*
<b>Wednesday</b>	7:00 PM to 02:00 AM*
<b>Thursday</b>	7:00 PM to 02:00 AM*
<b>Friday</b>	7:00 PM to 02:00 AM*
<b>Saturday</b>	7:00 PM to 02:00 AM*
<b>Sunday</b>	7:00 PM to 02:00 AM*

\*Liquor will be served conforming with California Alcohol Beverage Control regulations associated with a Type 48 License.





Meet The Team



# ON THE FIVE MEDIA LLC



On The Five Media LLC is composed of a group of qualified specialists from a range of different backgrounds with one common goal.

To create and inspire.



We aim to activate and provide investment into up and coming areas of Los Angeles that are primed for an influx of new business, visitors and energy.

The business will be run in a context of inclusion, professionalism, sustainability, corporate governance and compliance.



Downtown L.A. continues to see an increase in activity in hospitality and entertainment - two of the most heavily impacted sectors from the pandemic. We are seeing the hospitality and entertainment markets remaining strong with the entry of new businesses to further drive culture, retail, and patronage.

# Chief Executive Officer Francisco Turner

Francisco has over 20 years of experience in leading strategic planning, mergers and acquisitions, corporate financial planning, investor relations, and capital offerings.

He currently serves as the Senior Managing Partner of 7Pass Group, a venture capital fund; Managing Director of SWL Partners, a private equity firm; and former Board Advisor and Managing Noteholder of Halo.

Francisco previously served as the Interim President & Chief Financial Officer, and Chief Strategy Officer for Banc of California where he oversaw the firm's expansion from \$3.6 billion to over \$11 billion in assets.

He also served as the head and Managing Director of Institutional Banking for The Bancorp Bank (NYSE:TBBK), Bancorp then had over \$1 trillion in client relationships. Prior to Bancorp, he was a Board Member and head of Business Development of Transact Network, a leading European e-money institution, which was sold to The Bancorp Bank.

Francisco was an investment professional at Spectrum Equity Investors, a \$5 billion private equity fund, helping open the London office and started his career at Bank of America Robertson Stephens.

Francisco received his A.B. from Harvard University and was a competitively ranked Padel player in the U.S., as well as an Olympic-trained track and field athlete.



# Partner Celeste Fierro

Celeste Fierro has had her hand in the hospitality industry through special event planning, corporate events and charitable functions for more than 20 years.

In 1997, she founded Cititaste Events, and quickly became one of the most sought-after event planners in New York City. Fierro's extensive roster of high-profile clients and affairs includes events for the Annual All-Star Games of Major League Baseball (MLB), the National Football League (NFL), and the Pro-Bowl, as well as events for the Cystic Fibrosis Foundation and American Express.

In 2004 Fierro successfully fused her event management expertise, culinary experience and keen promotional skills to open up and develop one of the hottest restaurants in New York, ONE. The success of ONE led to the creation and opening of STK, a modern steakhouse and chic lounge. Both concepts revolved around an ambient, high-energy dining experience fused with upscale clientele and vibrant energy. The restaurants began to multiply, new concepts developed and Fierro's empire grew to include locations in New York, Los Angeles, Miami, Las Vegas, Atlanta, Chicago, Denver, Nashville, San Diego and Scottsdale. International locations include London, Doha, Dubai, Ibiza, Los Cabos, Mexico City, Milan and Toronto.





# Chief Operating Officer James Hogg

A native of Brighton, England, James moved to Los Angeles 14 years ago after a successful career in Human Resources and Talent Management, culminating in Head of Recruitment roles at Sony Computer Entertainment and latterly Structure Tone, a US architecture, design and construction company.

After joining the live entertainment ticketing startup, ScoreBig and building their client base from scratch to include a portfolio of some of the country's most recognizable entertainment brands, James joined Ticketmaster.

Over the course of 6 years, as Vice President of Client Development, James built the company's business in two key areas – first in Las Vegas, developing relationships with the world's premier entertainment brands and also nationwide in the cultural space, working mainly with Broadway clients.

James is now a proud Citizen of the United States and brings 24 years of international corporate experience to Persona Non Grata where he will focus on company culture, operations, communications and strategy.



# Chief Marketing Officer David Cho

David is currently a visiting lecturer at the University of Michigan teaching his own self-developed undergraduate course on sports marketing, branding and sponsorship.

David was formerly the Director of Specialty & Event Retail at Adidas America, where he oversaw all aspects of Adidas' most complex retail stores and event activations, including seven NBA, NHL, and MLS team arena stores, the NHL Store in New York City, and the Mitchell & Ness Flagship in Philadelphia. In this role, David was also responsible for oversight of Adidas' 200-store fleet, covering field retail operations, buying, merchandising, and marketing. His event activations included ComplexCon in Long Beach and 747 Warehouse Street for NBA All-Star Weekend in Los Angeles.

Prior to that, David was the NBA Partnership Director for Adidas Basketball Sports Marketing, where he managed all elements of Adidas' 11-year global partnership with the NBA. David has been featured as a company spokesperson at both activations and general industry events, across Broadcast (ESPN, TNT) and Print (USA Today, New York Daily News, Sports Illustrated, SLAM, Complex, Esquire) media. David holds an A.B. in Biochemical Sciences from Harvard University. He also holds a J.D./M.B.A. from the University of Michigan and is a member of the State Bar of California.



# Head of Design and Development Sam Jett

A former decorated naval officer in the competitive field of nuclear submarines, Sam's high degree of discipline and effective team leadership skills have proven him invaluable in numerous other complex professional endeavors.

His 20 years of engineering experience have made him a valuable asset in the fields of logistical systems, nuclear engineering, and commercial real estate with top-tier, hyper growth ventures like WeWork.

Sam has overseen departments such as planning, sourcing, development, project management, and operations and developed extensive relationships which allow him to complete national and international projects under budget and ahead of schedule.

His commitment to breakthrough solutions is second to none and he looks forward to the opportunity to steer this new venture to immediate success.



# Professional Sports & VIP Management Sebastian Galas

Sebastian began his hospitality and hosting career over 15 years ago in New York City and splits his time between NYC, Las Vegas and Los Angeles. He has worked at several 5 star, 5 diamond resorts as a VIP host and concierge, including The Aria Hotel & Casino at City Center Las Vegas, Bellagio Resort & Casino, as well as Wynn/Encore Las Vegas, among others.

He has assisted with the opening of several mega pool and nightclubs in Las Vegas, including LAVO nightclub and restaurant Las Vegas, of TAO Group, which is notable for being one of the highest grossing independent restaurant/nightclub brands in the world.

As a VIP host, he also assisted with the opening of Encore Beach Club, as well as Hakkasan nightclub, both known for being among the largest, highest rated, and most profitable pool and nightclubs in the world.

Sebastian in particular is responsible for developing of VIP relationships with the NHL and given his very own experience as a collegiate hockey player, has led to him becoming one of the go-to hosts for many of the teams and players in the NHL, including, but not limited to, The Nashville Predators, Florida Panthers, and Montreal Canadiens etc. Finally, Sebastian is affiliated with the Insomaniac Group's largest festival, The Electric Daisy Carnival, more commonly known as "EDC".



# VIP Management Arnold Bustamante

A hospitality and hosting professional for over 17 years, Arnold “Buster” Bustamante has built a reputation for attracting some of the biggest names and brands in sought after venues in Los Angeles, Las Vegas & NY.

As a partner with The Hwood Group he has managed and organized events for the likes of Jessie Buss, Drake, Justin Bieber, Idris Elba, Jamie Foxx and numerous other A-list celebrities along with corporate events for the Oscars, Grammy’s, T-mobile awards and more.

A passionate connector known for his straightforward approach Arnold has earned the trust of Ultra High Net Worth professionals from diverse industry groups to raise funds and broker deals for numerous new ventures, partnerships and startups.

THE *h.wood* GROUP

# General Manager Adam Moss

Adam moved from Atlanta, GA to Las Vegas, NV where he began his career in nightlife and hospitality and was presented the opportunity to work as the principal VIP Host for Sapphire, a 70,000 sq ft highly esteemed adult entertainment venue just off the Las Vegas Strip.

Adam quickly established himself as the go-to host for all things related to the business, from VIP bookings, sales and marketing as well as consulting on risk mitigation to the club and its investors.

Adam then moved to Spearmint Rhino Night Club for a short period before being recruited back to Sapphire to oversee the VIP program and operations.

In addition to his involvement in the Nightlife industry, Adam is also a sought after visual artist and painter who has been commissioned to do artwork for multiple clients including, Tom Penn co-owner of the Los Angeles Football Club, DJ Steve Aoki, known rapper YG and many others.



Persona Non Grata  
354 Spring Street  
Los Angeles, CA 90013

OWNED BY  
ON THE FIVE MEDIA  
16 Bloomfield Hills Drive  
Henderson, NV 89052

Senior Managing Partner  
J. Francisco A. Turner



**Business / Organization Operations  
Plan Presentation**



**To Whom It May Concern:**



**Please find the following presentation in  
answer to your request regarding the  
business conducted at Persona Non  
Grata, located at 354 Spring Street, Los  
Angeles, CA.**