



THE
HOLLYWOOD
PARTNERSHIP



RESOURCES

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The Hollywood Partnership Community Dispatch Center (HPCDC)

567.HLY.WOOD (567.459.9663)

The HPCDC is the headquarters for THP's enhanced Ambassador Program, consisting of three distinct teams of ambassadors - cleaning, safety, and hospitality. Team members proactively monitor the district day and night, cleaning out trash cans, removing waste and graffiti, pressure washing sidewalks, providing safety response for non-emergency issues, offering guidance and directions to help visitors easily navigate their way through the district, and more. Now, residents, businesses, and visitors can access dispatchers "on demand" to request assistance by calling or texting just one number, 567-HLY-WOOD. Our friendly dispatchers will be on hand to take calls for service and deploy staff as needed.





RESOURCES

HED Business Portal

hollywoodpartnership.com/do-business/business-portal

Whether you're a new, prospective, or legacy business, you can take advantage of our user-friendly business portal. Here, you can access information about our clean, safe, and hospitable services, sign up for our newsletter, complete or update your business profile for our directory, and much more.

Social Media

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

Facebook: [@hollywoodpartnership](https://www.facebook.com/hollywoodpartnership)

TikTok: [@thehollywoodpartnership](https://www.tiktok.com/@thehollywoodpartnership)

LinkedIn: [The Hollywood Partnership](https://www.linkedin.com/company/the-hollywood-partnership)

Take advantage of our free Biz Marketing Program to promote your business. By partnering with us, you'll benefit from increased visibility, community engagement, and a prominent presence in the district. Tag us on social media to get your business in the spotlight, reaching a diverse audience locally and beyond.

Research & Data

hollywoodpartnership.com/do-business/data-trends

Access invaluable economic development research via Hollywood's Quarterly Market Reports, Interactive Development Map, and Virtual Development Tour for up-to-date visitation data, demographics, trends, and market data for the hotel, office, residential, and retail sectors.

Safety & Security

hollywoodpartnership.com/clean-and-safe-services/dispatch-center-safety

Our safety team is trained to respond to non-emergency safety issues. While you should always call 911 in an emergency, our team members can help deescalate a situation, connect unhoused individuals to social service agencies, accompany you through an uncomfortable experience.



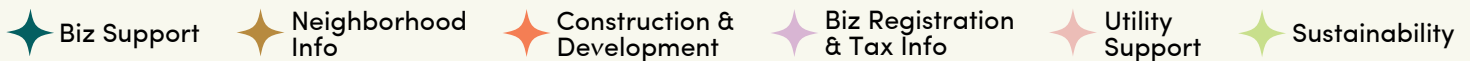
CITY OF LOS ANGELES

RESOURCES



To facilitate a smooth business experience in Hollywood, it is essential to be well-informed about the key City and County Business Resources available to you. Below is a comprehensive list of those you might need. The color of the stars next to each resource denotes the types of services it provides. This information will assist you in navigating the business landscape in Hollywood with ease and confidence.

RESOURCE KEY



AI Fresco Program: Resources for Restaurants

Main Website: buildla.lacity.org/alfresco

In response to the success of the temporary program, the city is now making their LA AI Fresco program permanent. Businesses must apply to either continue their al fresco dining or start a new program, as temporary authorization will no longer be valid after July 31, 2024. Businesses are encouraged to apply early. To learn more about requirements, costs, and FAQs, please visit the websites below.

- [Online AI Fresco](#)
- [Transition Guide](#)

Contact: alfresco.planning@lacity.org.

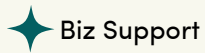
Building & Safety (LABDS)

Main Website: <https://ladbs.org/services>

- [Development Case Management](#): The City's single portal for consultation, problem solving, and facilitation for development projects.
- [Plan Check & Permits](#): For any private construction, renovations, or repairs.
- [Inspections](#): Required before construction can be approved.
- [Code Enforcement](#): Enforcement of ordinances and land use regulations.
- [Restaurant & Small Business Express Program](#): Streamlines the approval process for restaurants and small businesses making it more efficient for new businesses to open on time and on budget.



RESOURCE KEY



Biz Support



Neighborhood
Info



Construction &
Development



Biz Registration
& Tax Info



Utility
Support



Sustainability

Economic & Workforce Development (EWDD)

Main Website: ewdd.lacity.gov

Access information for the City's Sidewalk & Park Vendor Permit Program, Financial Programs & Services for Businesses of all sizes, LA Rise, LA Optimized, Zip Recruiter + HireLA's Youth, Small Business Incubators & Accelerators, and Targeted Local Hire Program.

- [LA Optimized](#): No cost assistance for small businesses to strengthen their digital presence including website maximization, photography, copy, etc.
- [LA Business Portal](#): Provides information to plan and start your business.

Environment & Sanitation (LASAN)

Main Website: lacitysan.org

- [LA Green Business Program](#): Businesses can enroll in this free program to save money on utilities & be part of the solution to the climate crisis. Businesses are given access to free consulting, referrals to City rebate programs, networking opportunities, and marketing perks.
- [Reusable Foodware Microgrant](#): Initiative to help food service establishments with their transition to reusable foodware and accessories.

Office of Finance

Main Website: finance.lacity.org

- [LA New Business Portal](#)
- [Business Registration](#)
- [Business Tax Information](#)
- [Renew Permits and BTRC's](#)
- [Tax Forms](#)
- [Changing Your Business Information](#)
- [Tax Incentives & Exemptions](#)

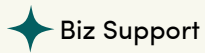
Address: City Hall, 200 N. Spring St., Room 101, CA 90012.

Phone: 844.663.4411

Email: finance.customersservice@lacity.org



RESOURCE KEY



Biz Support



Neighborhood
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Utility
Support



Sustainability

Jobs & Economic Development Incentive Zones Program (JEDI)

Main Website: ewdd.lacity.gov/index.php/local-business/jedi#zonedetail

The City's JEDI Program in Hollywood offers a range of benefits to businesses and properties located between Ivar Ave. to the east and Las Palmas Ave. to the west on Hollywood Blvd. These benefits include access to capital, compliance assistance, permit fee reductions for development projects, employer connections, façade improvements, micro-loan fee/interest reductions, and priority support programs.

Contact: [Luis Monterrosa, luis.monterrosa@lacity.org](mailto:luis.monterrosa@lacity.org) Phone: 213.744.7150

LA Optimized

Main Website: lacityoptimized.org

LA Optimized is a program launched by Los Angeles on January 2021 to bridge the digital divide and help small businesses access the assistance they need to adapt and compete in the digital marketplace. In recognition of the setbacks small business faced during the pandemic, this programs aims to provide the resources, tools, and services necessary to help them remain competitive, grow, and thrive.

Accelerator Academy: In addition to the resources on their website LA Optimized offers their Accelerated Academy, the opportunity to view a series of webinars designed to help owners grow their businesses.

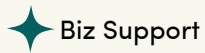
Legacy Business Program

Main Website: la-legacy-business-lahub.hub.arcgis.com

The City has launched an initiative to support Legacy Small Businesses that have been operational for 20 years or more, offering tangible benefits including technical assistance, promotional support, and access to apply for grants. The online application to apply for grants will begin in the Fall of 2024. Priority will be to businesses facing gentrification, lease increases, and other impacts on the security of the business. \$10K grants will be available for business with 1-5 employees (inc. owners), and \$20K grants will be provided to those with 6+ employees.



RESOURCE KEY



Los Angeles Police Department (LAPD)

Main Website: lapdonline.org/lapd-contact/west-bureau/hollywood-community-police-station/

The Hollywood Entertainment District is under the jurisdiction of the LAPD's West Bureau and protected by the officers of The Hollywood Community Station.

- [Trespassing Arrest Authorization](#): One way to ensure your property is protected from trespassers and squatters is to post "NO TRESPASSING" signs in appropriate areas and file a "No Trespass Authorization Form" each year with the LAPD. This authorizes LAPD to make arrests any time.
- If you experience an emergency situation, call 911.
- If you are experience a non-emergency situation, call or text 567.HLY.WOOD (567.459.9663)

LAPD Contact: SLO, Brett Cohen, 40760@lapd.online

Phone: 424.215.4754

Address: 1358 N. Wilcox Ave., Los Angeles, CA 90028

Water & Power (LADWP)

Main Website: ladwp.com

[Programs and Rebates](#): Information on the rebates and programs available for commercial, industrial, institutional, and governmental customers for efficient energy and water usage.

Phone: 800.499.8840

311

Main Website: lacity.gov/myla311

A free web portal and smart phone app designed to connect citizens and businesses with a variety of non-emergency City services such as bulky item collection, building construction inspection, graffiti removal, and cleanup requests.

Phone: 3.1.1

Download App: [Apple Play Store](#), [Google Play Store](#)



COUNTY & Non-Profit RESOURCES



RESOURCE KEY

◆ Biz Support ◆ Neighborhood Info ◆ Construction & Development ◆ Biz Registration & Tax Info ◆ Utility Support ◆ Sustainability

LA County Economic Development Corp. (LAEDC) ◆

Main Website: laedc.org

The LA County Economic Development Corporation is a nonprofit organization focused on equitable economic growth in the Los Angeles region. LAEDC uses research to advance key industries, provide business assistance, collaborate with educational institutions to develop a robust workforce, and provide government officials with economic data to ensure the continued growth of L.A. County.

Business Assistance Program: Offers confidential, free-of-charge consulting to large, small, & startup businesses, including strategic one-on-one counseling & webinars, assisting with permitting, cost containment, workforce development, site selection, access to capital, utility rate reduction, marketing strategy, & tax incentives.

HWD Small Business Development Center (PACE) ◆

Main Website: pacelaabdc.org

The Hollywood SBDC provides no-cost assistance for new businesses, established businesses looking to grow, distressed businesses looking for stability, businesses looking for government contracts, businesses in need of guidance and mentorship, and one-on-one counseling in various languages.

Hollywood Business Development Center:

Hours: M-F: 8:30am-6:00pm, SAT: Appt. Only 9:00am-1:00pm

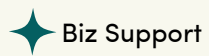
Email: HollywoodBSC@pacela.org

Phone: 213.989.3158

Address: 1370 N. St. Andrews Pl., Suite 215, Los Angeles, CA 90028



RESOURCE KEY



Biz Support



Neighborhood
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Construction &
Development



Biz Registration
& Tax Info



Utility
Support



Sustainability

Growth Capital for Small Businesses

Main Website: lisc.tfaforms.net/956

- LISC LA's "Growth Capital for Small Businesses" program is designed to support small businesses owned by people of color in LA County by offering low-cost, flexible capital and technical assistance. Eligible businesses can receive \$50K - \$250K at 0% interest for uses such as equipment, inventory, machinery, technology, and leasehold improvements. To qualify, businesses must serve a low-to-moderate income community in LA County (which includes much of Hollywood), have \$200K+ in annual sales, have been operating for over 2 years, and can provide 2 years of tax returns. Recipients will also receive up to 30 hours of personalized technical assistance. Apply now to take your business to the next level!

