



President & CEO / Committee Chairs Report June 2026

Goal 1: Public Space Management

SafeCity Connect Hollywood Camera Network

In June, The Hollywood Partnership hosted LAPD Chief Jim McDonnell, LAPD command staff, and representatives from the Los Angeles Fire Department Arson Investigation Division at Hollywood Partnership Community Dispatch Center for a demonstration of the network's capabilities. The meeting was well-received and generated productive discussions regarding future collaboration, real-time operational use cases, integration opportunities with LAPD's Real-Time Crime Center, and the network's value in supporting both investigations and major event operations.

Office of Community Beautification

The program is currently receiving lower quantities of paint, trash bin liners, and general cleaning supplies from OCB than in previous years. These materials have historically supplemented the day-to-day maintenance operations performed by the Block by Block team. As the volume of supplies provided by OCB continues to decrease, the program will need to purchase a greater share of these essential materials to maintain current service levels and ensure uninterrupted operations.

[May Operations Report](#)

Goal 2: Place Enhancement

FIFA World Cup Trophy

The collaboration between LeMonde Studios and THP to pilot interactive public art displays in Hollywood has proven successful. A FIFA World Cup trophy piece was installed at Ovation before the beginning of the series and programmed to play highlights of Team USA's accomplishments when a visitor turns the crank. Recent stats show the trophy has been operated 8,254 times, with a total runtime of 41h 49m 53s.

William Stromberg Clock

Following inspection and testing of the Stromberg Clock's mechanical components, staff confirmed that the west-facing clock loses approximately 15 minutes per year, while the east-facing clock loses approximately 30 minutes annually. Staff will receive proposals for two restoration approaches: modernization of the clock's motor system with automated timekeeping capabilities or refurbishment of the existing mechanical components to improve accuracy while preserving the historic mechanism. If the original components are kept, staff will need to adjust the clock a few times a year to ensure consistent timekeeping.

Tree Planting Complete

Los Angeles Beautification Team is nearing completion of its effort to plant 72 trees in sparsely shaded areas throughout the district. To ensure successful establishment during the summer months, each tree will receive twice-weekly watering supported by a grant Councilmember Hugo Soto-Martinez gave to Hollywood Partnership Community Trust. Species planted include Desert Willow, London Plane, Chinese Pistache, and Pink Trumpet trees, which will enhance shade coverage, improve streetscape aesthetics, and contribute to the district's long-term urban canopy goals.

Tree Trimming RFQ

Staff recently administered a Request for Qualifications (RFQ) to identify a preferred vendor for tree trimming services in the years ahead. Multiple arborist contractors have expressed interest in the opportunity, increasing the likelihood of a competitive candidate pool. The 2026 contract scope includes maintenance trimming for more than 600 trees throughout the district, with a significant portion of the work focused on the palm trees along Hollywood Boulevard and Sunset Boulevard.

Walk of Fame Star Vandalism

Incidents of vandalism affecting the Walk of Fame have increased in recent months. Although several prominent stars have experienced recurring acts of vandalism, most cases appear random and primarily involve defacement. The Hollywood Partnership Ambassador teams are actively tracking and documenting all observed damage, ensuring that the Hollywood Historic Trust receives timely notifications to facilitate restoration efforts.

Goal 3: Stakeholder Engagement

LA Pride 2026

On Sunday, June 14, Hollywood Boulevard hosted the 56th Annual LA Pride Parade and Pride Village under this year's theme, Rise with Pride. The Parade stepped off at Sunset and Highland and wound through Hollywood Blvd to Cahuenga, while Pride Village transformed the stretch between Vine and Gower into a free, all-day street festival featuring live music, food, vendors, and community programming.

The Hollywood Partnership proudly supported Pride Village alongside Christopher Street West Association, LA City Council District 13, and LA County Supervisors Hilda Solis and Lindsey Horvath. Additionally, THP partnered with LAPD to monitor SafeCity Connect Hollywood cameras during the parade and festival. No major public safety incidents were reported.

[LA Pride in Hollywood by the Numbers](#)

- **137,600+** visitors to the Hollywood Entertainment District on June 14, which is **43% above** a typical day and **34% above** a typical Sunday
- **2.8 hours** average time spent by visitors
- **90%** of LA zip codes represented

FIFA World Cup 2026

The FIFA World Cup continues to bring energy to Hollywood, with visitors from around the world exploring the district and enjoying World Cup-themed events, dining, entertainment, and attractions.

To help visitors make the most of their experience, THP has launched a dedicated [FIFA World Cup in Hollywood webpage](#) featuring local viewing parties, special events, activations, visitor information, and transportation resources, including links to Metro's World Cup transit information.

Yelp Elite Partnership Program

In May and June, THP hosted three Yelp Elite tours designed to showcase Hollywood's dining, entertainment, nightlife, and cultural offerings while generating positive exposure for participating businesses. Content captured during the tours will be featured in THP's new *Vibe Check: Hollywood* social media series, highlighting authentic local experiences and encouraging audiences to rediscover Hollywood.

Tours included:

- May 21: "Goal Line Bar Hop," a Hollywood sports bar tour tied to World Cup viewing
- June 2025: "Be a Tourist in Your Own City," a Hollywood landmarks walking tour featuring major attractions and cultural destinations
- June 17: "Hollywood Game Show Night" hosted at Hard Rock Cafe Hollywood

Goal 4: Advocacy & Economic Development

Hollywood Signage District Working Group

The Hollywood Signage Supplemental Use District Working Group, convened by THP and CD13, continues to meet regularly to discuss the scope and objectives of the proposed signage district update. Areas under consideration include sign size and quantity,

type-based incentives, and community benefits. Staffed by Emma Howard (CD13) and Steven Welliver (THP), the group will convene over the coming months and aims to deliver a recommendations package to Councilmember Soto-Martinez by October 2026.

Business Outreach & Promotion

THP staff actively engage new and existing businesses throughout the Hollywood Entertainment District through targeted outreach, coordinating business spotlight filmings, welcoming new arrivals, and keeping [Business Directory](#) listings (+600 businesses) and the [Events Calendar](#) (+700 events in 2026; 880 events in 2025) current. Outreach touchpoints include social media promotion, e-newsletter features, and in-person visits. Each participating business receives a professional filming session valued at \$995, a signature THP benefit that amplifies their visibility across our channels, including the [Hollywood Partnership Instagram page](#) with over 5K followers.

THP Market Moves Dashboard & The Hollywood Monthly Brief

Q1 2026 market data is live on the [Market Moves Dashboard](#), the new custom-built, interactive data dashboard providing mobile-friendly access to key district metrics by sector – living, visiting, working, retail, and development. Top stories are included at the bottom of each page. Market data stories will also be released on THP's social media accounts. THP also launched The Hollywood Monthly Brief, a monthly email from President & CEO Kathleen Rawson featuring a direct message on district activity, focused on key numbers and trends.

Organizational Management

Nominating Committee

The Nominating Committee has officially launched the election process for the 2027 Board of Directors, with application materials distributed to all property owners via U.S. mail and email. Nominations were received from several district stakeholders. The committee will meet soon to review applications and begin interviewing candidates for the upcoming Board term.

Mid-Year Budget Adjustments

Staff are currently updating projections in preparation for mid-year budget adjustments. The Finance Committee will meet in July to review staff's recommendations, which will be presented to Board of Directors at the July meeting.

Upcoming Meetings and Events

Goal 1 Committee Meeting - In Person

July 9, 2026 10:30am

Goal 2 Committee Meeting - In Person

July 14, 2026 10:00am

Goal 3 Committee Meeting - In Person

July 21, 2026, 3:00pm

Goal 4 Committee Meeting - In Person

July 9, 2026, 3:00pm

EaCa Alley Steering Committee Meeting - In Person

September 10, 2026, 2:00pm

TDOZ Steering Committee Meeting - In Person

TBD

Board of Directors Meeting - In Person

July 16, 2026, 4:00pm

The Hollywood Partnership
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