



President & CEO / Committee Chairs Report October 2026

Scene Change: A Neighborhood Reinvestment Program

City Review

Following the Board's approval on July 30th, the draft Management District Plans (MDPs) for the PBID renewal and hotel TID formation were submitted to the City of Los Angeles for legal and regulatory review. The City is currently reviewing the property database to ensure the accurate calculation of each assessment. Upon receipt of the City's feedback, MDPs will be revised and drafts of the related Engineer's Reports will be submitted.

Scene Change Website

The Scene Change website continues to serve as the central information hub for the proposed Neighborhood Reinvestment Program, including the PBID renewal and expansion and proposed hotel Tourism Improvement District. Property owners and stakeholders can visit the site to learn more about the program, review the draft MDPs, and schedule a conversation with staff. <https://hollywoodpartnership.com/about/scenechange>

Scene Change Communications

With support from communications partners LEBUL and Zapwater, staff have developed a coordinated public relations and social media strategy for Scene Change, focused on building awareness, strengthening the initiative's narrative, and engaging key audiences through earned media and digital channels.

Scene Change Outreach

Property owner outreach continues one-on-one and in small group conversations. Existing property owners have received email and mailed communications introducing Scene Change and directing them to the website for additional information and to schedule an in-person meeting. Property owners within the proposed expansion areas have also received an introductory letter providing information about the proposed expansion and inviting them to meet directly with our team. Individual property owner meetings are now underway, with a focus on answering questions, gathering feedback, and helping owners understand what the proposed program could mean for their properties. Outreach and one-on-one conversations will continue throughout the fall and into 2027 as we prepare for the formal petition process.

Public Endorsements

Staff are compiling a list of strong supporters of the Neighborhood Reinvestment Program who are willing to have their names and/or companies listed in a public endorsement of the effort. Please let us know if you would be willing to have your name added to the growing list.

Economic Impact Study

Staff have been working with researchers at Beacon Economics to provide access to additional data sources necessary to complete the economic impact study for the Neighborhood Reinvestment Program. The study will consider the potential impacts of both the PBID renewal and TID formation. It will also establish baselines to measure the success of the program against for future renewals. Staff should receive preliminary insights in late October with the final report on track to be delivered in November.

Strategic Planning & Board Retreat

Staff continue to compile policies, programs, and initiatives for potential inclusion in an updated strategic plan for The Hollywood Partnership and Hollywood Partnership Community Trust. Additionally, preliminary budgets are being drafted for the first two operating years of both the PBID and the TID. A strategic planning retreat for the Board of Directors has been scheduled for 4 p.m. on Thursday, November 19th.

Goal 1: Public Space Management

CARE+ Coordination

Staff is consistently monitoring CD13 CARE+ cleanups in district hot spots, including Yucca/Las Palmas and Hollywood/Bronson, to ensure proper cleaning is provided by LASAN. Under THP direction, the Ambassador team has connected with LASAN on several occasions to provide hot spot pressure washing, trash collection, and bulky item removal.

Support for Police and Community Events

Last month, THP Ambassadors partnered with the Los Angeles Police Department (LAPD) to support community events throughout Hollywood. They helped maintain clean, safe, and welcoming spaces for attendees, residents, and visitors of the Eucharist March event and the Faith and Blue event, both held at Blessed Sacrament. They also supported several planned outreach and enforcement operations conducted by LAPD. Through these collaborative efforts, our Ambassadors demonstrated their commitment to community service, public safety, and strengthening relationships with police and religious establishments in the district.

CPR and First Aid Certification

During the recertification of CPR and First Aid for Safety Ambassadors, we expanded this initiative to include certification for our Cleaning Ambassadors as well. Although Cleaning Ambassadors had not previously been part of this process, this training and experience has

proven to be beneficial for Safety Ambassadors. This decision reflects our commitment to strengthening emergency preparedness and ensuring our teams are better equipped to respond to medical emergencies throughout Hollywood.

[September Operations Report](#)

Goal 2: Place Enhancement

Annual Tree Trimming

The annual tree pruning scope is nearing 50% completion. Vendor Brightview has pruned over 250 palm trees and will soon turn their attention to shade trees in critical need. The overgrown Ficus on the NW corner of Hollywood and Sycamore will have its canopy reduced by over 30% to lessen the overall weight of the tree and mitigate safety concerns. Though THP cannot trim every district street tree every year, we continue to provide tree canopy maintenance on a much more consistent basis than the City would otherwise provide.

EaCa Alley Trash Enclosure & Paver Replacements

The EaCa Alley trash enclosure repairs are complete and the enclosure is restored to its original condition. Heavy-duty locks were attached directly to the gate to reduce lock misuse and access, ultimately reducing illegal dumping and associated fees. Staff have also engaged a vendor to replace a handful of broken pavers inside the alley.

Goal 3: Stakeholder Engagement

2026 Annual Meeting

Planning continues for The Hollywood Partnership's 2026 Annual Meeting, taking place Tuesday, November 17, from 9:30 a.m. to 12 p.m. at Avalon Hollywood. Invitations have been distributed, and additional reminders will continue to encourage ticket sales. Tickets can be purchased using the link below.

[Purchase Annual Meeting Ticket](#)

We are pleased to report that \$110,000 in sponsorship commitments has been secured for this year's event. Additional sponsorship opportunities remain available, with more information at the link below.

[View Annual Meeting Sponsor Deck](#)

Event Collaborations

THP continues to explore additional event collaborations that could bring new activity and audiences to Hollywood Blvd., including potential activations tied to Super Bowl weekend in

February 2027. THP is working with event producers, property owners, and City partners to identify opportunities for coordination and collaboration.

Goal 4: Advocacy & Economic Development

2026 Candidate Forums

THP, in partnership with the Hollywood Chamber of Commerce, hosted eight Candidate Forums in preparation for the November 2026 election. These forums provided Hollywood stakeholders with opportunities to meet and hear directly from candidates for Los Angeles Mayor, California State Senate and Los Angeles City Attorney. THP does not endorse candidates for elected office.

THP does make recommendations for support or opposition of ballot initiatives likely to impact Hollywood stakeholders. The Advocacy & Economic Development Committee reviewed staff's preliminary recommendations on six initiatives and those will appear later on tonight's agenda for approval by the Board.

Vacant to Vibrant

Vacant to Vibrant is a program developed in San Francisco to address growing retail vacancies in the area around Union Square. A motion recently approved by the City Council Economic Development & Job Committee, chaired by Hugo Soto-Martinez, directs City staff to identify the resources and policies necessary to replicate the program in Los Angeles. Mayor Karen Bass recently announced a \$500,000 investment in a Vacant to Vibrant pilot program in DTLA. During her Mayoral Candidate Forum, Mayor Bass pledged that Hollywood be the second location for the program. Staff are now working with Mayor Bass and Councilmember Soto-Martinez to finalize this commitment.

Hollywood Signage District Working Group

The Hollywood Signage Supplemental Use District Working Group, convened by THP and CD13, has concluded its meeting series and prepared a draft report with recommendations to be considered for modernizing the Hollywood Sign District. THP and CD13 staff have reviewed all feedback received from members of the working group and are preparing final revisions to the recommendation report. The report will be submitted to Councilmember Soto-Martinez who will then use it to introduce a motion directing City staff to begin planning for implementation. Hollywood Partnership Community Trust will need to secure financial commitments from outdoor media companies to support preparation of the application and any necessary environmental analysis.

Market Moves Dashboard - Q2 2026

The Q2 2026 Market Moves Dashboard is now live, providing an updated snapshot of economic activity and market trends across the HED. The interactive dashboard features key

indicators related to visitation, hospitality, office and retail markets, residential activity, and development, offering stakeholders an accessible resource to track the district's performance and emerging trends. The dashboard can be viewed using the link below.

[**Q2 2026 Market Moves Dashboard**](#)

Organizational Management

Sr. Director of Finance & Administration

Please join us in congratulating Lorin Lappin on her recent promotion to Sr. Director of Finance & Administration! Lorin has nearly 11 years of service to The Hollywood Partnership and is a key member of our team. After passing two challenging accounting and finance exams, Lorin recently earned the credential of Certified Management Accountant in order to bring additional training and expertise to The Hollywood Partnership and Hollywood Partnership Community Trust finances.

FY2027 Operating Budget

The Finance Committee met on October 12th to review a draft of the FY2027 operating budget for The Hollywood Partnership. The recommended budget will be presented to the Board for approval later this evening.

Nominating Committee

The Nominating Committee will meet this month to finalize the slate of officers who will assume their roles at the Annual Meeting in November and serve through 2027.

2027 Committee Appointments

Information will be distributed via email for Hollywood stakeholders to begin nominating themselves for service on a THP committee in 2027. Members currently serving on a committee will also need to complete the required form in order to be considered for continued service next year. The Board of Directors will make committee appointments at the Partnership's Annual Meeting on November 17th.

Upcoming Meetings and Events

Goal 1 Committee Meeting - In Person

November 12, 2026 10:30am

Goal 3 Committee Meeting - In Person

October 20, 2026, 3:00pm

EaCa Alley Steering Committee Meeting - In Person

December 10, 2026, 2:00pm

TDOZ Steering Committee Meeting - In Person

TBD

Board of Directors Meeting - In Person

ANNUAL MEETING

November 17, 2026, 9:30am

The Avalon

1735 Vine Street