



President & CEO / Committee Chairs Report September 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 The Hollywood Partnership team.

<https://hollywoodpartnership.com/about/scenechange>

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

Beacon Economics has been contracted to prepare 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.

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 will likely be scheduled for the board in late October or early November to discuss and provide feedback on the drafts.

Goal 1: Public Space Management

LAMC 41.18

In August, Councilmember Hugo Soto-Martinez introduced a motion that was subsequently approved by City Council rescinding discretionary 41.18 enforcement locations within CD13. Section 41.18 of the Los Angeles Municipal Code relates to the enforcement of anti-camping laws on public sidewalks. Some 41.18 designations, such as locations near schools and daycares, are automatic and remain in effect while others are at the discretion of the City Council. Three of the rescinded locations are within Hollywood, but just outside the boundaries of the Hollywood Entertainment District. THP remains in contact with Councilmember Soto-Martinez about the potential impacts of this policy change to the Hollywood community. THP staff have also participated in community conversations and town hall meetings on the issue with various stakeholder groups.

Public Safety Information / Intelligence Sharing Platform

After-action reports from the 2026 FIFA World Cup highlighted the importance of quickly sharing critical, real-time information among stakeholders during major events and public safety incidents. In response, THP has initiated a dedicated information-sharing channel for stakeholders within the HED. The platform will connect property managers and security and safety professionals, enabling them to quickly share relevant information, increase situational awareness, and strengthen coordination across the district. Immediately, there was a great response from those who had an interest in participating. Currently, there are 28 pending invitations to the channel, with 14 people/organizations already participating.

Public Safety Network Partnership

THP recently welcomed members of the Hollywood Chamber of Commerce's former Public Safety Committee into our existing Public Safety Network Monthly Meetings. Because the two groups served similar purposes, the Chamber's Public Safety Committee was consolidated

into THP's existing Public Safety Network, creating a more coordinated forum for public safety information sharing in Hollywood. The Public Safety Network meets monthly and brings together property managers, security and safety professionals, and LAPD Command Staff to share timely information, review current crime statistics and trends, and discuss public safety issues affecting the district.

[August Operations Report](#)

Goal 2: Place Enhancement

Annual Tree Trimming

Brightview has commenced the 2026 annual tree trimming scope, which will cover more than 600 trees and palms. The project is expected to take approximately four weeks to complete. Notable species include Mexican Fan Palms on Hollywood and Sunset Boulevards, and Queen Palms on Yucca and Cahuenga.

EaCa Alley Pavers and Trash Enclosure

Staff has identified broken pavers in EaCa Alley and is working with vendor Downtown Solutions to replace the worn pavers with matching stone. This effort will help maintain a cohesive and consistent appearance throughout the alley while addressing the damaged pavers. Additionally, the EaCa Alley trash enclosure is currently in disrepair and will be restored to its original condition. Enhancements, including welded padlocks, will be incorporated to help mitigate misuse and illegal dumping in the alley.

SmileyWorld Art Trail

The SmileyWorld Art Trail is a global public art project that will place a series of 30 sculptures in major cities around the world. Each sculpture features an emoji on the front side and an artist's depiction of the corresponding emotion painted on the back side. Hollywood has been selected to host 10 of the sculptures in the vicinity of Hollywood & Highland. Staff will facilitate introductions to the properties and businesses identified by the organizers during their site walk as prospective host locations. The program has no cost to the properties and businesses or to THP and the organizers will dedicate an additional \$60K to \$100K to marketing the program within Greater Los Angeles.

Goal 3: Stakeholder Engagement

2026 Annual Meeting

Planning is underway for The Hollywood Partnership's 2026 Annual Meeting, taking place Tuesday, November 17 from 9:30 a.m.–12 p.m. at Avalon Hollywood. Sponsorship opportunities are now available for our signature community event, with additional information included in the 2026 Annual Meeting Sponsorship Deck.

<https://ctycms.com/ca-hollywood/docs/sponsor-deck-thp-annual-meeting-2026.pdf>

Event Collaborations

Planning is underway for a Framework concert on Hollywood Blvd. on Saturday, November 28. The proposed event collaboration is currently moving through the Hollywood Partnership Community Trust Steering Committee approval process, with the final agreement expected to come before the Board in October for approval.

THP also 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.

LA28

THP continues to work alongside CD13 and the Hollywood Chamber of Commerce to introduce international Olympic delegations to Hollywood and explore opportunities for the neighborhood to serve as a destination during the LA28 Olympic and Paralympic Games.

In recent weeks, THP and its partners have hosted representatives from the Chinese Olympic Committee, the Netherlands Olympic delegation, and Team Great Britain for visits to Hollywood. These meetings provide an opportunity to showcase Hollywood's venues, hospitality assets, and broader destination offerings while exploring potential opportunities for international activations and hospitality houses during LA28.

Goal 4: Advocacy & Economic Development

2026 Candidate Forums

THP, in partnership with the Hollywood Chamber of Commerce, has launched its 2026 Candidate Forum series, providing Hollywood stakeholders with opportunities to meet and hear directly from candidates for Los Angeles Mayor, California State Senate and Los Angeles City Attorney. The forums are free and open to Hollywood property owners, businesses, residents, and workers and are designed as working conversations focused on the issues affecting Hollywood, with opportunities for candidates to hear directly from the community. Please visit the link below for more information and to RSVP.

<https://hollywoodpartnership.com/do-business/2026-candidate-forums>

THP does not endorse candidates for elected office.

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 will accept additional feedback from members of the working group over the coming week before preparing the final draft of the report for submission to Councilmember Soto-Martinez. The board will receive a presentation on the final recommendations in October. CD13 will then use the report to introduce a motion directing the Planning Department to open a work plan and begin preparing ordinances related to implementation of the signage district.

Q2 Market Moves Dashboard

The Q2 2026 Market Moves Dashboard has launched, providing an updated look at key economic and market trends across the Hollywood Entertainment District. The dashboard brings together the latest data on visitation, demographics, development, hospitality, retail, office, residential, and other indicators to provide stakeholders with an accessible snapshot of Hollywood's performance and continued evolution.

November Ballot Initiatives

Staff has begun analyzing ballot initiatives slated to appear on the November 2026 General Election ballot for potential positions of support or opposition. Recommendations will be considered by the Goal 4 committee in October.

Organizational Management

Nominating Committee

The Nominating Committee finalized the interview process and proposed the 2027 slate of candidates. The slate consists of returning directors Jasson Crockett, Clarissa Estevez, David Green, Chad Lewis, Elizabeth McDonald, and Anne Mehrrens and new directors Kobi Danan, representing Framework LA, Mairead Lawrenson, representing Capitol Records, Rich Oken, representing The Hollywood Roosevelt and Nick Rimedio, representing W Hollywood. Next month, the committee will put forth a slate of officers to assume their roles at the Annual Meeting in November and serve through 2027.

International Downtown Association Conference

The Hollywood Partnership team attended the International Downtown Association annual conference, co-hosted this year by Downtown Toronto BIA Alliance and the City of Toronto. Kathleen Rawson was a speaker, along with 9 other seasoned CEOs, sharing the best lessons they have learned when things go awry and Mackenzie Carter spoke on a panel about sub-district branding and the current node mapping program.

2027 Committee Appointments

Information will be distributed via email in early October 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.

FY2027 Operating Budget

The Finance Committee will be meeting on October 6th to review a draft of the FY2027 budget for The Hollywood Partnership. The budget will be presented to the Board for approval at the October 15 meeting.

Upcoming Meetings and Events

Goal 1 Committee Meeting - In Person

October 8, 2026 10:30am

Goal 2 Committee Meeting - In Person

October 13, 2026 10:00am

Goal 3 Committee Meeting - In Person

October 20, 2026, 3:00pm

Goal 4 Committee Meeting - In Person

October 8, 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

October 15, 2026, 4:00pm

The Hollywood Partnership
6922 Hollywood Blvd., Ste. 900