

PR CONTACT:

Angela Trantham
Zapwater Communications
Angela@Zapwater.com
(310) 396-7851



THE HOLLYWOOD PARTNERSHIP ANNOUNCES OPENING OF 24/7 COMMUNITY DISPATCH CENTER; A COLLABORATIVE EFFORT TO REJUVENATE THE PEDESTRIAN EXPERIENCE IN HOLLYWOOD

The Hollywood Partnership Community Dispatch Center to provide on-demand non-emergency assistance for residents, businesses, and visitors, while tackling chronic issues in the public realm through public and private partnerships that utilize shared resources to streamline essential safety and outreach services

(HOLLYWOOD, Calif.) January 18, 2023 – [The Hollywood Partnership](#), the non-profit organization that oversees the public realm in the Hollywood Business Improvement District (BID), announced today the opening of an unprecedented multi-service community dispatch center in the heart of Hollywood. Following a soft launch earlier this month, the **Hollywood Partnership Community Dispatch Center (HPCDC)** officially opens January 25 and will reimagine how business improvement organizations across the U.S. offer effective public space services in their districts through genuine partnerships and pooled resources.

Located at 6562 Hollywood Boulevard, the HPCDC is strategically positioned along the iconic Walk of Fame corridor and easily accessible 24 hours a day. The facility's core purpose is to be the headquarters for The Hollywood Partnership's newly enhanced Ambassador Program, consisting of three distinct teams of ambassadors - cleaning, safety, and hospitality. Team members will 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 so much more. With the opening of the HPCDC, residents, businesses, and visitors will now be able to access dispatchers "on demand" to request assistance by calling or texting just one number, (323) 465-0122.

"The Hollywood Partnership Board of Directors is dedicated to operating the most impactful services possible," said The Hollywood Partnership Board Chair, Katie Ullman Zandona. "The HPCDC will provide our stakeholders with quick and easy access to clean, safe, and hospitality services and will dramatically increase our eyes and ears on the street. This is the next big step for The Hollywood Partnership, and we look forward to creating a better Hollywood for everyone."

In addition to its daily services, this unique facility will also serve as a joint operations hub, in partnership with Urban Alchemy, a non-profit social enterprise that engages with situations where extreme poverty meets homelessness, mental illness, and addiction, and Hollywood 4WRD, a

coalition of local service agencies who work to end homelessness in greater Hollywood, to actively connect unhoused and unwell individuals on the street with the services they need most.

“For the first time in Hollywood, we are bringing together various resources to create a holistic and meaningful approach to make real change in the public realm,” said Kathleen Rawson, The Hollywood Partnership’s CEO. “Hollywood is home to teams of incredible individuals and organizations who are dedicated to this community and focus their energy on finding solutions for our most challenging issues. We can make a greater impact by working together. Through our HPCDC partnerships, we now have a means of directly connecting these members of our community with advocates and services. When a call comes into our center, we can immediately dispatch one of our social service providers.

The services provided by the HPCDC directly address a long-standing shortage of basic city services such as security, street sweeping, trash removal, and tree trimming within Hollywood’s commercial center. While more than 70% of the BID’s annual budget is dedicated to providing clean and safe programs, The Hollywood Partnership raised the additional funds needed to operate the HPCDC. Funding came to fruition after the Hollywood Partnership Community Trust, an affiliate of The Hollywood Partnership, received a \$250,000 grant from LA County’s third district to establish the dispatch center. The operational partnership’s followed, including continued cooperation with the Los Angeles Police Department’s Hollywood Division to address issues of crime in the district through shared information and resources such as the creation of a network of exterior privately owned security cameras that are easily accessible during emergencies.

The Hollywood Partnership oversees one of the largest and most valuable business improvement districts in Los Angeles. The iconic neighborhood is home to 27,600 residents and welcomes more than 10 million visitors annually. Meanwhile, development is rising, with 13 hotel properties, 10,000 new housing units (15% of those are reserved for affordable housing), and 5 million square feet of office space in the pipeline.

“Hollywood boosters have long imagined it as a vibrant community with countless possibilities,” Rawson said. “Now more than ever is the time for a Hollywood comeback, from the ground up.”

To contact the Hollywood Partnership Community Dispatch Center, dial (323) 465-0122. For more information about The Hollywood Partnership or the new community dispatch center, please visit www.HollywoodPartnership.com.

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About The Hollywood Partnership

The Hollywood Partnership is a non-profit organization established to manage the Hollywood Entertainment District Property Based-Business Improvement District (HED BID). In 2018, the HED BID was renewed for a period of ten years and its geographic area stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway on the west, through the iconic Sunset Boulevard, to the Hollywood 101 Freeway on the east. Many of Hollywood’s famous landmarks are located in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry. For more information, visit <http://www.hollywoodpartnership.com>.