



Executive Director's Report October 2026

DEVELOPING

Value: TBD	Start: TBD	End: TBD
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Community Event Collaborations

- ▶ Staff are working with the organizers of a potential activation to occur on Hollywood Blvd. during the 2027 Super Bowl at SoFi Stadium on Sun., Feb. 14, 2027.
- ▶ Staff are working with Framework to identify potential dates and locations for Hollywood Blvd. concerts in 2027.
- ▶ Staff have participated in preliminary conversations about the resources necessary to relocate the weekly Sunday farmers market from Selma Ave. to Hollywood Blvd. in 2027 and expand events and activations within the market footprint.

Value: TBD	Start: TBD	End: TBD
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Contracts for Service Proposals

- ▶ Staff have scoped a number of proposals for additional cleaning, safety, and power washing services for stakeholders throughout the district and negotiated new hourly rates with Block by Block to make costs more competitive.

Value: TBD	Start: TBD	End: TBD
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Major Corridors: Staff are in preliminary conversations with the Mayor's Office about an effort to partner with BIDs to enhance the cleaning and beautification of major corridors. The Mayor's Office requested details about the current Ambassador deployment and how HPCT might contract for additional services using City funds.

Value: TBD	Start: TBD	End: TBD
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Hollywood Sign District: The working group assessing potential amendments to the Hollywood Signage Supplemental Use District has completed its meeting series. The final report with recommendations is being formatted and is expected to be submitted to Councilmember Soto-Martinez in Oct. 2026. Staff are working on potential structures for administration of the sign district and resulting community benefit revenues.

Value: TBD	Start: TBD	End: TBD
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Camera Network: Staff are circulating an updated project brief to seek additional funding for financial subsidies to incentivize participation in the SafeCity Connect

Hollywood camera network. All currently available funding is anticipated to be allocated by midyear.

Value: TBD	Start: TBD	End: TBD
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Freeway Cleaning: Staff will submit a proposal to Public Works for a contract to supplement cleaning of the freeway underpasses and overpasses in Hollywood. The cost for these services would be billed to the City and then reimbursed through an MOU with Caltrans.

Value: TBD	Start: TBD	End: TBD
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Hollywood Blvd. Maintenance & Management Plans: Staff continue conversations with CD-13 about plans for the maintenance and management of the new Hollywood Blvd. streetscape plans to be installed under Access to Hollywood. HPCT expects to have an MOU with the City that outlines roles and responsibilities as well as funding streams to sustain ongoing operations. Included in the MOU will be a framework for supporting and monetizing closures of Hollywood Blvd. for special events.

PLEDGED

Value: \$100K	Start: Jul. 1, 2026	End: Nov. 30, 2026
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Framework Concert: Staff are working with Framework on permitting and logistics for a concert on Hollywood Blvd. on Sat., Nov. 28, 2026.

Value: \$150K	Start: Jan. 1, 2026	End: Dec. 31, 2026
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Program Support: Councilmember Soto-Martinez pledged support to HPCT in the amount of \$150K from his Fiscal Year 2025-26 discretionary budget. This lump sum contribution will be in lieu of evaluating funding requests on a program-by-program basis and will significantly streamline administration. Staff have allocated the funding to offset trash dumping fees, maintain median landscaping, and continue tree watering and establishment care. The contract is currently being processed with the City Clerk.

Value: \$1M	Start: Q1 2024	End: Dec. 31, 2026
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Visitor Center & Public Restrooms (Bass/Soto-Martinez \$1M): Administration of the City's involvement in construction of the Visitor Center at 1627 Vine has been transferred to a work group within the newly reorganized Community Investment Department. This should significantly streamline project administration and progress execution of the required agreements. (Project completion dependent on \$500K funding from State of CA detailed in the Active section below.)

ACTIVE

Value: \$500K	Start: Nov. 1, 2024	End: Oct. 31, 2028
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Visitors Center & Public Restrooms (Zbur \$500K): HPCT has secured a one-year extension on the \$500K in funding pledged by Assemblymember Rick Zbur to support the construction and operation of the visitors center and public restrooms at 1627 Vine St. (Project completion dependent on \$1M funding from City of LA detailed in the Pledged section above.)

Value: \$250K	Start: Apr. 1, 2026	End: Dec. 31, 2026
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Dispatch Center: Supervisor Horvath continues to support operations of Hollywood Partnership Community Dispatch Center (HPCDC) with a \$250K grant in 2026. In order to align with the adjusted end date of the 2025 grant, the 2026 grant is for a 9-month service period. The contract has been executed and all funds have been received.

Value: TBD	Start: Jul. 1, 2026	End: Sep. 30, 2026
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Selma Park Ambassadors: CD-13 has extended the stationing of Safety Ambassadors inside Selma Park for one additional quarter to Dec. 31, 2026.

Value: \$21K	Start: Q1 2024	End: TBD
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Neighborhood Reinvestment Program: To date, district stakeholders have pledged \$21K to offset costs related to engaging a consultant to support the evaluation and formation of a Tourism Improvement District in Hollywood. At the direction of the board, staff are currently entering agreements with various consultants to accelerate and broaden the effort to include an early renewal of the Property-Based Business Improvement District.

Value: \$225K	Start: Oct. 10, 2025	End: TBD
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Camera Network: HPCT has encumbered \$61K of the \$225K pledged by Hollywood Chamber of Commerce and Hollywood Historic Trust to provide subsidies to property and business owners for the upfront costs of joining the SafeCity Connect Hollywood camera network. All funding is anticipated to be allocated by the end of the year.

Value: \$9.9K	Start: Jan. 1, 2026	End: Dec. 31, 2026
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Food on Foot Contract Services: Staff have renewed the agreement to provide weekly trash removal services for Food on Foot.

Value: \$12.4K Annually	Start: Jan. 1, 2026	End: Dec. 31, 2026
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Hollywood Farmers Market Contract Services: Staff have renewed the contract to provide pressure washing services in advance of the weekly Hollywood Farmers Market.

Value: \$979K	Start: Jan. 1, 2026	End: Dec. 31, 2026
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Egyptian Theatre Contract Services: HPCT has executed an agreement with Netflix for pressure washing, cleaning and safety services in the area of the Egyptian Theatre to be extended for a second year.

Value: \$45.5K	Start: Jul. 1, 2025	End: Jun. 30, 2028
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Star Polishing: THP/HPCT continue regular polishing of the stars on the Walk of Fame under a collaboration agreement with Hollywood Historic Trust. HHT's financial contribution funded the purchase of a commercial floor polisher, a maintenance and service plan for the equipment, and materials and supplies. THP supplies the labor for the machine to be operated 16 hours per week.

Value: 60% of Gross	Start: Apr. 4, 2025	End: Dec. 31, 2026
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6000 Hollywood Blvd.: The landlord for the former Toyota dealership at 6000 Hollywood Blvd. has served notice to HPCT terminating the master lease at the end of the initial term. Staff are working to terminate subleases and wind down partnerships.

Value: \$2M	Start: Nov. 1, 2024	End: Oct. 31, 2027
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CleanLA Contracts (Public Works): HPCT has executed an agreement with the Office of Community Beautification for workforce development and/or community beautification programs in Hollywood. The bench contract allows OCB to enter subcontracts with a total value not to exceed \$2M.

DELIVERED

Value: \$250K	Start: Jan. 1, 2025	End: Jun. 30, 2026
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Dispatch Center Grant 2025 (Horvath \$250K): All funds received via Los Angeles Homeless Services Authority (LAHSA) at the request of LA County Supervisor Lindsey Horvath to fund the operation of Hollywood Partnership Community Dispatch Center (HPCDC) in 2025 have been expended and reimbursed.

Value: \$400K	Start: May. 1, 2024	End: Mar. 31, 2026
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Beautification Grants (Durazo \$400K): All projects from the second phase of the California Workforce Development Board beautification grants have been completed. The State of California has accepted the final report to close out the grant.

Value: \$138,849	Start: Jul. 1, 2025	End: Nov. 30, 2025
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2025 Annual Meeting Sponsorships: The 2025 Annual Meeting & Brunch earned sponsor pledges of \$132,750 and individual ticket sales of \$6,099 totaling \$138,849 in revenue. Total program expenses were \$40,186 resulting in \$98,663 net revenue to HPCT.

LOST

None