



THE HOLLYWOOD PARTNERSHIP

THE HOLLYWOOD PARTNERSHIP LAUNCHES NEW HOSPITALITY AMBASSADOR PROGRAM

HOLLYWOOD, CA - September 10, 2020 - The Hollywood Partnership's Ambassador Program includes three major areas of focus: cleaning, safety/security, and now: hospitality. While all The HP's ambassadors are specially trained to fulfill their specific roles, they are all part of a unified team that works together to improve people's experiences in Hollywood.

The HP's Clean and Safety/Security programs have been working in Hollywood for two decades. The new hospitality program adds an outgoing, customer-service focused approach to the Ambassador team. Their job is to engage with Hollywood's many different types of stakeholders, linking people with Hollywood area experiences, attractions, shopping, restaurants, venues, transportation, and everything else the community offers. They serve as a concierge to the broader community.

The program soft launched in July, 2020, amid the Covid-19 pandemic. While pedestrian traffic was lower as a result of the mandated shutdowns, the team was able to utilize the time to learn all about the Hollywood Entertainment District, including the area's history, popular venues, currently operating businesses, and the historic Walk of Fame. The current level of visitation allows the new hospitality ambassadors to spend more time with individuals and families helping advise them to have a great Hollywood experience.

"We are so pleased to be enhancing our services with the new Hospitality Ambassador Program which will help curate and improve visitor experiences," Kristopher Larson, President & CEO of The Hollywood Partnership, said. "While all our front line team members are always happy to help patrons with directions, recommendations, or other assistance, the new 12-person Hospitality Ambassador team has the specialized knowledge, mission, and compassion to truly make a difference for those who come to experience all that Hollywood has to offer."

About The Hollywood Entertainment District

The Hollywood Entertainment District is a ten-year business improvement district (HED) that 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 street of 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. The Hollywood Partnership is a non-profit, 501(c) 6 organization established to manage the HED. For more information, visit www.hollywoodpartnership.com.