



THE HOLLYWOOD PARTNERSHIP

THE HOLLYWOOD PARTNERSHIP RELEASES SECOND QUARTERLY ECONOMIC DEVELOPMENT REPORT

HOLLYWOOD, CA - JULY 31, 2020 - The Hollywood Partnership released its [2020 Quarter 2 Economic Development Report](#) today, which presents data and information about the greater Hollywood area market, and the smaller Hollywood Entertainment District area (HED).

The second quarter of 2020 has been one of the most unusual quarters in history, one where the threat of an economic superstorm became real - and that forecast has become today's weather. While some storefronts in Hollywood remain boarded up, with some of them closed permanently, some silver linings have appeared. Netflix saw its stock value increase by 45% since the start of 2020; much-needed residential and commercial developments have been able to proceed with construction; five new storefront businesses opened, and innovative concepts such as ghost kitchens have begun to emerge, helping to backfill the eventual vacant storefront spaces.

The report highlights several notable trends and statistics including:



- 15% of Residential Units Under Construction are Affordable
- 19 Multi-Family Developments Remain Under Construction across Hollywood
- 14% Vacancy Rate for Office Space in Hollywood. Hollywood's vacancy rate is comparable to similar submarkets, such as Culver City (13.4%), Santa Monica (9.1%), and Downtown Los Angeles (20.5%) "The prevalence of digital media companies in Hollywood have insulated the office market from experiencing broader attrition due to the pandemic."
- +17 points - Hotel occupancy rates rebounded at the end of Q2, up 17 points from the beginning of Q2
- 14 businesses permanently closed due to COVID-19, and over half (8) are Food & Beverage
- At the end of Q2, only 39% (197) of businesses remained closed due to COVID-19

Since the publication of the last report, The Hollywood Partnership worked to refine and update information about the development pipeline and improve its methodolo-

gy for collecting information about the storefront business community. As with the Q1 2020 report, The Hollywood Partnership interviewed more than a dozen local real estate developers, investors, owners, and brokers as a component of the due diligence for producing the report.

The Q2 report also includes new content including trade area demographics and LAX travel statistics. The HP has recently installed pedestrian counters at five locations in Hollywood, and the Q2 report includes initial data on relative levels of pedestrian activity.

“Though the context and data are anything but ordinary, our quest for truth and accuracy will provide a permanent marker for the effects of the crises we are collectively experiencing,” Kristopher Larson, President & CEO of The Hollywood Partnership, said.

“Our commitment to collecting and consolidating market insights about the community is unwavering. We believe reliable information enables the most critical ingredient to market health: certainty.”



The construction of Archer (FKA: Hollywood Cherokee), a multi-family housing project, nears completion in the HED.

To download the full report, click here: http://onlyinhollywood.org/wp-content/uploads/2020/07/200731_HP_Q2_fullreport_digital_compressed.pdf

About The Hollywood Partnership

The Hollywood Partnership is a non-profit, 501 (c) 6 established to manage the Hollywood Entertainment District Property Based-Business Improvement District (HED). In 2018, the HED 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 www.hollywoodpartnership.com.