



THE  
HOLLYWOOD  
PARTNERSHIP

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**THE NEW YEAR BRINGS A NEW BEGINNING IN HOLLYWOOD**  
*The Hollywood Partnership Appoints Kathleen Rawson as President & CEO*



**HOLLYWOOD, CA (DECEMBER 23, 2021)** – The Hollywood Partnership (the HP), a nonprofit organization that manages the Hollywood Entertainment District property-based business improvement district (BID), is pleased to announce the appointment of Kathleen Rawson as its new President & CEO, effective February 21, 2022. Rawson brings more than 25 years of leadership experience in both hospitality and destination management in the greater Los Angeles area.

In this role, Rawson will lead the BID with an annual budget of \$8.75 million for 2022, the largest funded BID in the City of Los Angeles, with contributions from 623 property owners (including 303 condominium owners). Her primary role will be to enhance the overall appeal, vitality, and well-being of the BID through various place management and enhancement programs and services, maintain strong stakeholder engagement and strengthen the advocacy and economic development within the district.

“After conducting an extensive search led by an ad-hoc committee, I am confident Kathleen grasps the issues facing our district and will provide leadership and vision to foster a brighter future for Hollywood,” said Drew Planting, Board Chair of the Hollywood Partnership. “We were

thoroughly impressed by her proven success and thoughtful approach and look forward to continuing to grow the district as one of the city's largest economic drivers."

In addition, Rawson will be tasked with appointing a new Vice President of Advocacy & Economic Development for the HP in 2022, a role that became available in November when Davon Barbour accepted the position of President & CEO of the New Orleans Downtown Development District.

"I am thrilled to join the team at the Hollywood Partnership," said Kathleen Rawson. "I am inspired by the work the organization is doing to preserve one of the world's most iconic districts and to serve its diverse community. It is a privilege to step into this new role and I look forward to working with the HP's Board, staff and partners to further enhance the district for its property owners, businesses, residents and visitors."

Before officially joining the Hollywood Partnership, Rawson will conclude her post as the CEO of Downtown Santa Monica, Inc. on January 21, 2022, a role she held for more than two decades. Rawson previously held positions at the Holiday Inn Hotel at the Pier (now the Wyndham), The Huntley Hotel and the Santa Monica Convention and Visitors Bureau. She currently serves as the Board Chair for the International Downtown Association and previously served as chair of the Santa Monica Malibu Education Foundation and the Venice Land Use and Planning Committee for the Venice Neighborhood Council.

For more information about the Hollywood Partnership or this announcement, please visit [www.hollywoodpartnership.com](http://www.hollywoodpartnership.com).

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#### 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 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>.