SCENE CHANGE
HOLLYWOOD

THE HOLLYWOOD PARTNERSHIP

HOLLYWOOD PARTNERSHIP COMMUNITY TRUST

Neighborhood Reinvestment Program Objectives

A. Foster sustained, recurring annual investment in critical services for Hollywood.

B. Direct investment toward a package of services that addresses the needs of Hollywood holistically and improves both visitor experience and economic performance.

C. Develop a fair and reasonable assessment methodology for distributing the costs and corresponding benefit of services equitably across properties and businesses.

D. Adapt governance to ensure representation and accountability.

Upcoming Milestones

July 30, 2026	Board Approval of Draft Management District Plans
August 1, 2026	Submission of Property Database for Validation
August 15, 2026	Submission of Draft Plans for Preliminary City Approval
October 1, 2026	Submission of Revised Plans for Preliminary City Approval
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Q1 2027	Petition Drive for PBID & HTID
Q2 2027	Ballot Vote for PBID / Public Hearings for PBID & HTID
July 1, 2027	HTID Assessments Effective
January 1, 2028	PBID & HTID Services Effective

Narrowing The Focus

Visioning

Boundary Maps, Benefit Zones, Service Categories,
Business Categories, Target Budget

Engineering

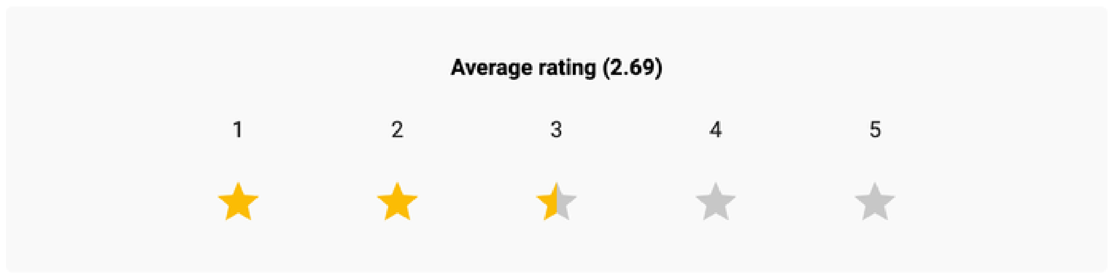
Assessment Rates, Program Types, Budget Allocations

Refining

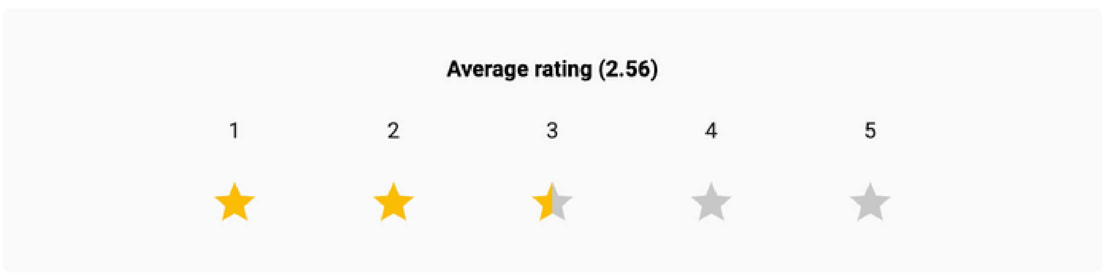
Priorities, Special Conditions, Governance, Implementation Plans

Current Conditions

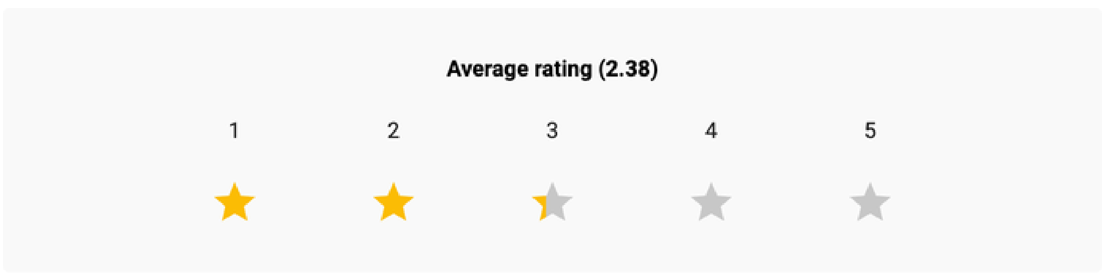
Cleanliness - 2.69



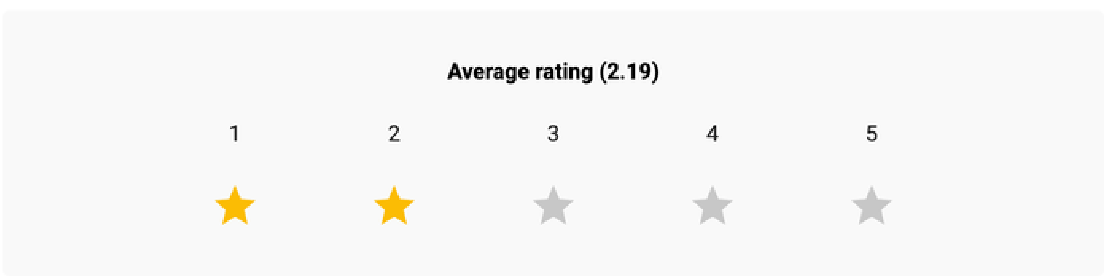
Safety - 2.56



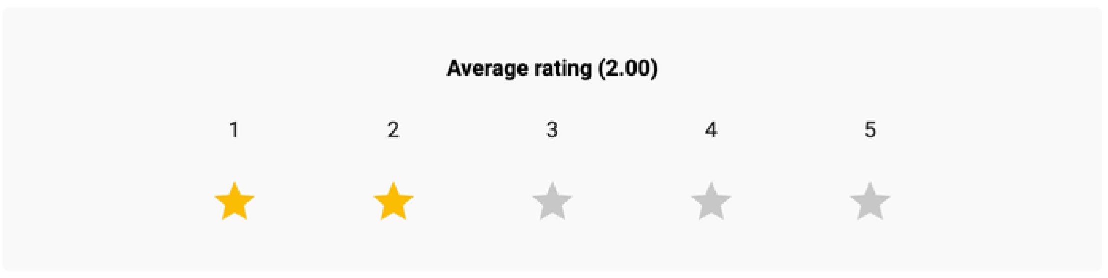
Aesthetics - 2.38



Economics - 2.19



Visitor Experience - 2.0



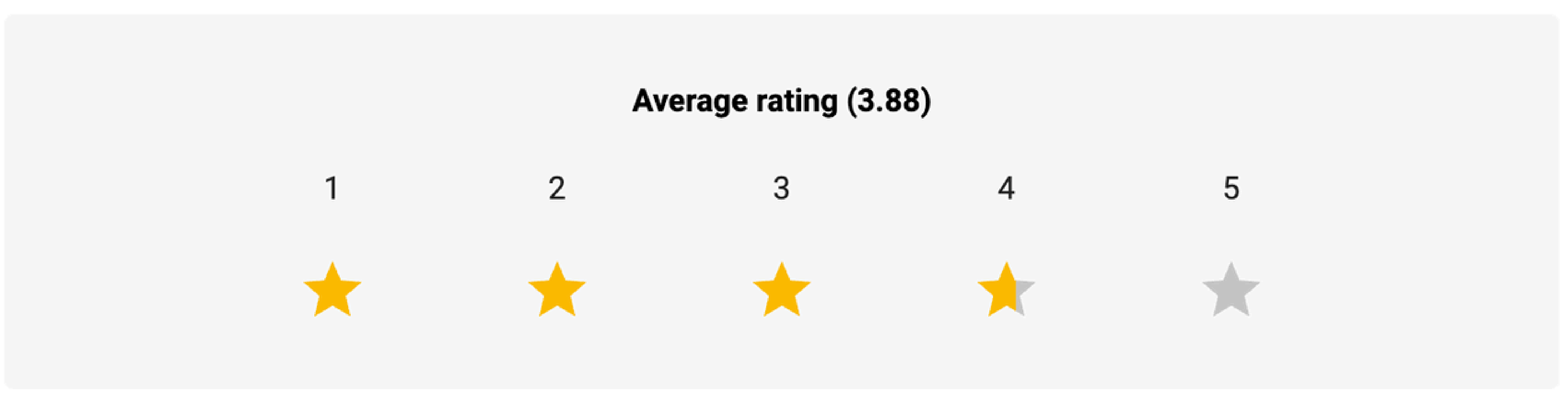
Most Positive Factors

Central Location
Creative Community
The Hollywood Partnership
Hollywood Brand
Vibrant Community
Business Owners
History
Premiers
Caring Community
Entertainment Capital

Most Negative Factors

The Hollywood Partnership

Effectiveness In Addressing Neighborhood Challenges - 3.88



Benchmarks – Regional Competitor Municipalities

City	Population	Sq. Miles	Budget	$ / Sq. Mile	$ / Resident
Pasadena	133,560	23	$536,270,000.00	$23,356,707.00	$4,015.00
Culver City	40,779	5	$183,883,412.00	$35,985,012.00	$4,509.00
West Hollywood	35,757	2	$163,352,573.00	$86,429,933.00	$4,568.00
Santa Monica	93,076	8	$542,270,707.00	$64,402,697.00	$5,826.00
Beverly Hills	32,701	6	$302,996,444.00	$53,064,176.00	$9,266.00
Average	**67,175**	**9**	**$345,754,627.20**	**$52,647,705.00**	**$5,636.80**
Los Angeles	**3,820,914**	**469**	**$11,252,146,000.00**	**$23,986,668.00**	**$2,945.00**

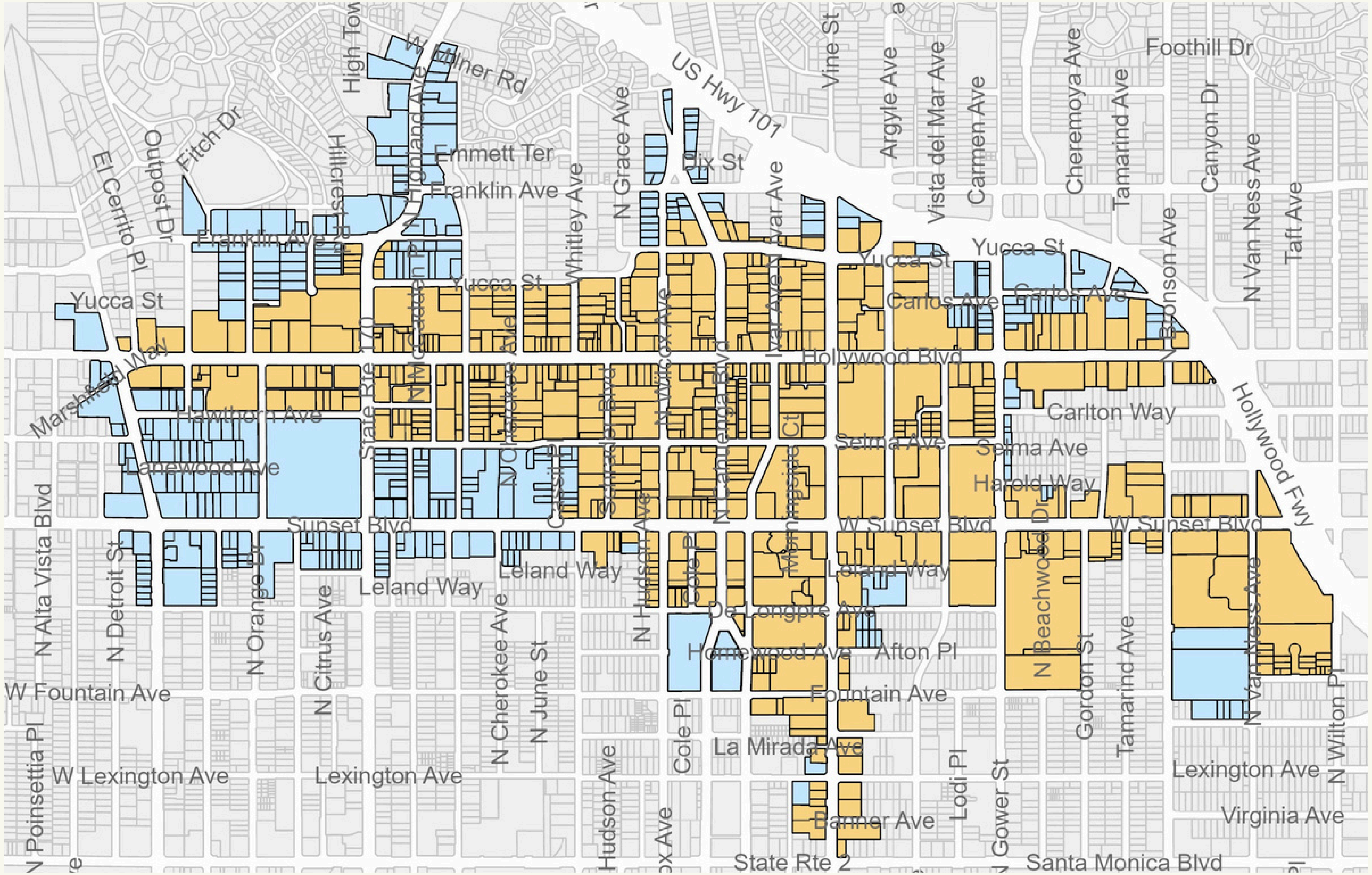
Benchmarks – Peer District Visitorship

	Total Budget	Annual Visitors	$ / Visitor
Times Square - New York, NY	$ 29,541,427.00	102,615,322	$0.29
Downtown Manhattan - New York, NY	$ 24,149,000.00	75,745,749	$0.32
Downtown - San Diego, CA	$ 19,507,208.00	10,214,278	$1.91
Downtown - Washington, DC	$ 16,899,775.00	8,917,121	$1.90
Downtown - Nashville, TN	$ 15,468,000.00	14,034,121	$1.10
Downtown - Austin, TX	$ 14,782,599.00	52,673,786	$0.28
Union Square - San Francisco, CA	$ 11,509,744.00	22,495,592	$0.51
Chicago Loop - Chicago, IL	$ 5,558,700.00	20,112,341	$0.28
Average			**$0.82**
Hollywood Entertainment District - Current	$ 12,527,947.00	34,490,735	$0.36
Hollywood Entertainment District - Proposed	**$ 20,455,020.28**	**37,811,525**	**$0.54**

Benchmarks – Peer District Land Area

	Total Budget	Sq. Miles	$ / Sq. Mile
Times Square - New York, NY	$ 29,541,427.00	0.2	$147,707,135.00
Downtown Manhattan - New York, NY	$ 24,149,000.00	0.29	$83,272,413.79
Downtown - San Diego, CA	$ 19,507,208.00	2.3	$8,481,394.78
Downtown - Washington, DC	$ 16,899,775.00	1	$16,899,775.00
Downtown - Nashville, TN	$ 15,468,000.00	2.07	$7,472,463.77
Downtown - Austin, TX	$ 14,782,599.00	1.6	$9,239,124.38
Union Square - San Francisco, CA	$ 11,509,744.00	0.26	$44,268,246.15
Chicago Loop - Chicago, IL	$ 5,558,700.00	1.1	$5,053,363.64
Average			**$40,299,239.56**
Hollywood Entertainment District - Current	$ 12,527,947.00	0.63	$19,885,630.16
Hollywood Entertainment District - Proposed	**$ 20,455,020.28**	**0.925**	**$22,113,535.43**

District Expansion & Outer Boundary

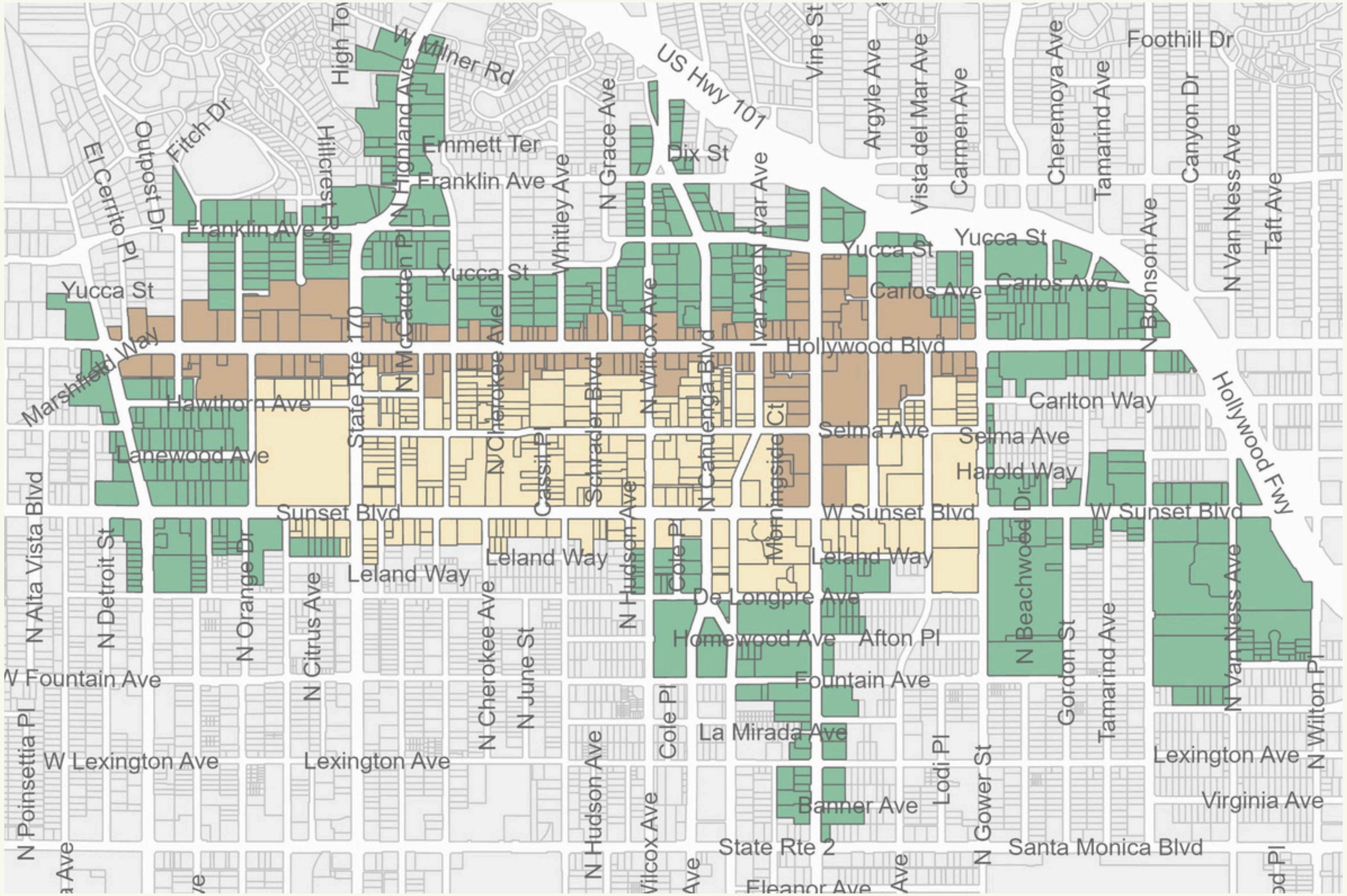


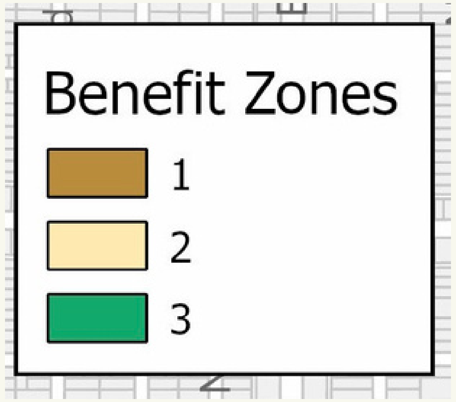
Existing
0.63 sq. mi.

Expansion
0.93 sq. mi.

Increase
47.6%

Benefit Zones





Service Demand

	Zone 1	Zone 2	Zone 3
Land Area (Square Miles)	0.17	0.27	0.48
Share of District Land Area	18.28%	29.03%	51.61%
Annual Persons (2025)	15,724,870	11,645,656	15,634,100
Share of District Visitorship	36.57%	27.08%	36.35%
Assessment per Square Mile	$39,507,256.35	$18,325,979.70	$9,382,089.10
Share of Property Assessments	40.09%	29.54%	26.88%

Property-Based Business Improvement District

Assessment Methodology

Zone	Land	Bldg.	Condo	Impact
1	$0.87	$0.36	$600	3 x Baseline
2	$0.58	$0.24	$400	2 x Baseline
3	$0.29	$0.12	$200	Baseline

Special Conditions

A. Residential condominiums assessed at flat rate rather than by square footage.

B. Assessments on 100% affordable housing properties discounted by 40%.

C. Street frontage assessments reserved for current and future overlay zones.

PBID Service Categories

Environmental Services

Goal 1: Safety, Cleaning & Operations

Vibrancy Services

Goal 2: Placemaking & Events

Goal 3: Economic Development & Business Support

Goal 4: Tourism & Visitor Experience

Goal 5: Policy, Planning & Advocacy

PBID Service Categories & Budget Allocation

	Allocation	Year 1 Budget
Environmental Services		
Goal 1: Safety, Cleaning & Operations	66%	$10,990,769
Vibrancy Services		
Goal 2: Placemaking & Events	26%	$4,329,697
Goal 3: Economic Development & Business Support		
Goal 4: Tourism & Visitor Experience		
Goal 5: Policy, Planning & Advocacy		
Administrative Services		
Administration & Collections	8%	$1,332,214

Note: Board authority to adjust budget allocations between categories by up to 10% annually.

Service Priorities

High	Medium	Low
First allocation of resources	Second allocation of resources	Third allocation of resources
Highest service level and/or frequency	Moderate service level and/or frequency	Lowest service level and/or frequency
First staff priority	Second staff priority	Third staff priority
Proactive service delivery	Combination proactive & reactive service delivery	Reactive service delivery

Goal 1: Safety, Cleaning & Operations - Service Priorities

	Zone 1	Zone 2	Zone 3
Safety, Cleaning & Operations			
Foot, Bicycle, & Vehicle Safety Patrols	High	High	High
Safety Escorts	Medium	Medium	Low
Security Cameras & Technologies	High	Medium	Low
Coordinated Dispatch & Security Communications	Medium	Medium	Medium
Homelessness, Mental Health & Social Service Outreach	Medium	Medium	Medium
Pressure Washing & Street Sweeping	High	Medium	Low
Star & Sidewalk Polishing	Medium	Not Provided	Not Provided
Trash Collection & Litter Removal	High	High	High
Graffiti, Sticker & Flyer Removal	High	High	High
Curb Painting	High	Medium	Low
Tree & Landscaping Management & Weed Abatement	High	Medium	Low
Streetscape & Infrastructure Management	High	Medium	Medium
Public Open Space Management	High	Medium	Low
Pedestrian Improvements	Medium	Low	Not Provided
Traffic & Transportation Improvements	Low	Low	Not Provided

Goal 1: Safety, Cleaning & Operations - Early Commitments

Safety Ambassadors

Minimum 50% Increase

Current: 784 hrs./wk.

Target: 1176+ hrs./wk.

Pressure Washing

Minimum Frequencies

Zone 1: 4x Weekly

Zone 2: 2x Monthly

Zone 3: Hotspot As-Needed

Tree Trimming

Minimum Frequencies

Zone 1: Yearly

Zone 2: Every 3 Years

Zone 3: Every 5 Years

Goal 2: Placemaking & Events - Service Priorities

	Zone 1	Zone 2	Zone 3
Placemaking & Events			
Lighting Design & Installation	Medium	Medium	Low
Signage Design & Installation	High	Medium	Medium
Landscaping Design & Installation	High	Medium	Low
Tree Planting & Establishment Care	Medium	Medium	Medium
Public Art Development & Conservation	High	High	Low
Interactive Installations & Programming	Medium	Low	Not Provided
Holiday Displays & Seasonal Decor	Low	Low	Not Provided
Community Events & Programming	High	Medium	Low
Entertainment Zone Management	Medium	Medium	Not Provided
Capital Improvements & Special Projects	Medium	Medium	Low

Goal 2: Placemaking & Events - Early Commitments

Landscaping

Minimum Targets

Zone 1: $200K
Zone 2: $50K
Zone 3: $50K

Public Art

Minimum Targets

Zone 1: $100K
Zone 2: $50K

Community Events

Minimum Target

$300K

Goal 3: Econ. Dev. & Business Support - Service Priorities

	Zone 1	Zone 2	Zone 3
Econ. Dev. & Business Support			
Economic Development Planning & Management	Medium	Medium	Medium
Business Support & Retention	High	High	Medium
Leasing Support	Low	Low	Low
Real Estate Development Support	Low	Low	Low
Business Recruitment & Incubation	High	Medium	Low
Pop-Ups, Temporary Activations & Mobile Businesses	High	Medium	Not Provided
Incentive Programs	Medium	Low	Not Provided
Technical Assistance	Medium	Medium	Medium

Goal 3: Econ. Dev. & Business Support - Early Commitments

Support & Retention

Minimum Target

$250K

Recruitment & Incubation

Minimum Target

$250K

Goal 4: Tourism & Visitor Experience - Service Priorities

	Zone 1	Zone 2	Zone 3
Tourism & Visitor Experience			
Visitor Assistance, Hospitality & Concierge Services	High	Medium	Not Provided
Information Kiosks & Visitor Centers	High	High	High
Wayfinding Signage	High	Medium	Medium
Visitor Experience Monitoring & Improvements	Low	Low	Low
Destination Branding, Marketing & Publicity	Medium	Medium	Medium
Public Restroom Management	Medium	Medium	Medium

Goal 4: Tourism & Visitor Experience - Early Commitments

Hospitality Ambassadors

Program Restoration

Current: 0 hrs./wk.
Target: 112+ hrs./wk.

Visitor Centers

Minimum Targets

16 hrs./day, 7 days/wk.
Hollywood & Vine

Wayfinding Signage

Minimum Target

$250K
Districtwide Refresh

Goal 5: Policy, Planning & Advocacy - Service Priorities

	Zone 1	Zone 2	Zone 3
Policy, Planning & Advocacy			
Legislative Monitoring & Advocacy	High	High	High
Government Relations	Medium	Medium	Medium
Streetscape & Public Open Space Development	High	Medium	Low
Zoning, Land Use & Community Development	Medium	Medium	Medium
Community Outreach & Communications	High	High	High
Community Meetings & Roundtables	Medium	Medium	Medium
Data Management, Insights & Storytelling	Medium	Medium	Medium
Research & Publication	Medium	Low	Low
Civic Leadership Development	Low	Low	Low

Goal 5: Policy, Planning & Advocacy - Early Commitments

<u>Streetscape & Open Space Development</u>

Minimum Target

$250K
Districtwide Plan

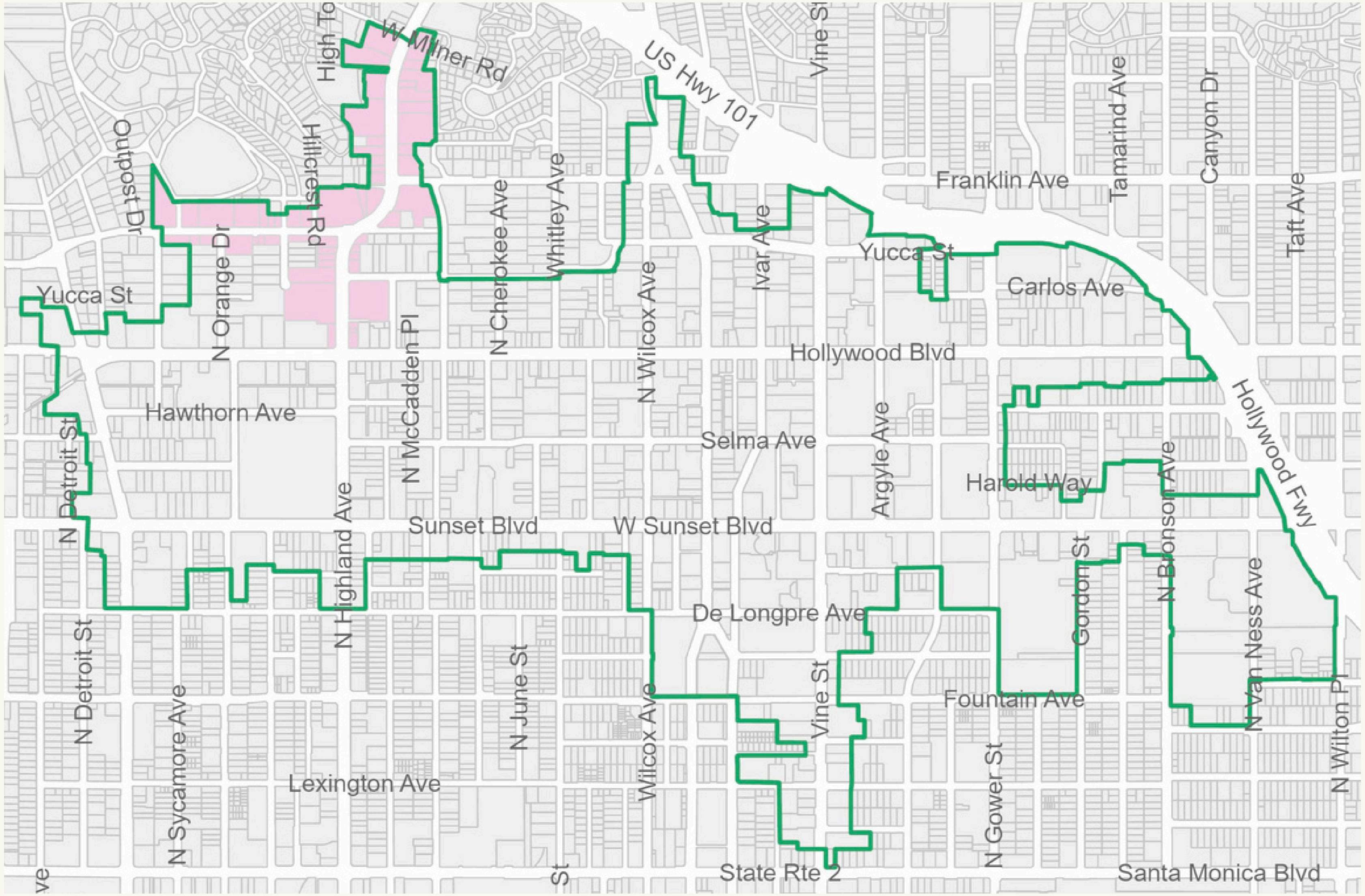
<u>Roundtables</u>

Minimum Target

10 Roundtables
2x Annually

Seasonal Services Overlay Zone (SSOZ)

Purpose: Increase services along Franklin and Highland when the Hollywood Bowl is in season.



<u>ASSESSMENT METHODOLOGY</u>

Linear Feet of
Street Frontage
x
Overlay Zone Rate

7,254 Linear Ft.

x

$75 / Ft. / Yr.

=

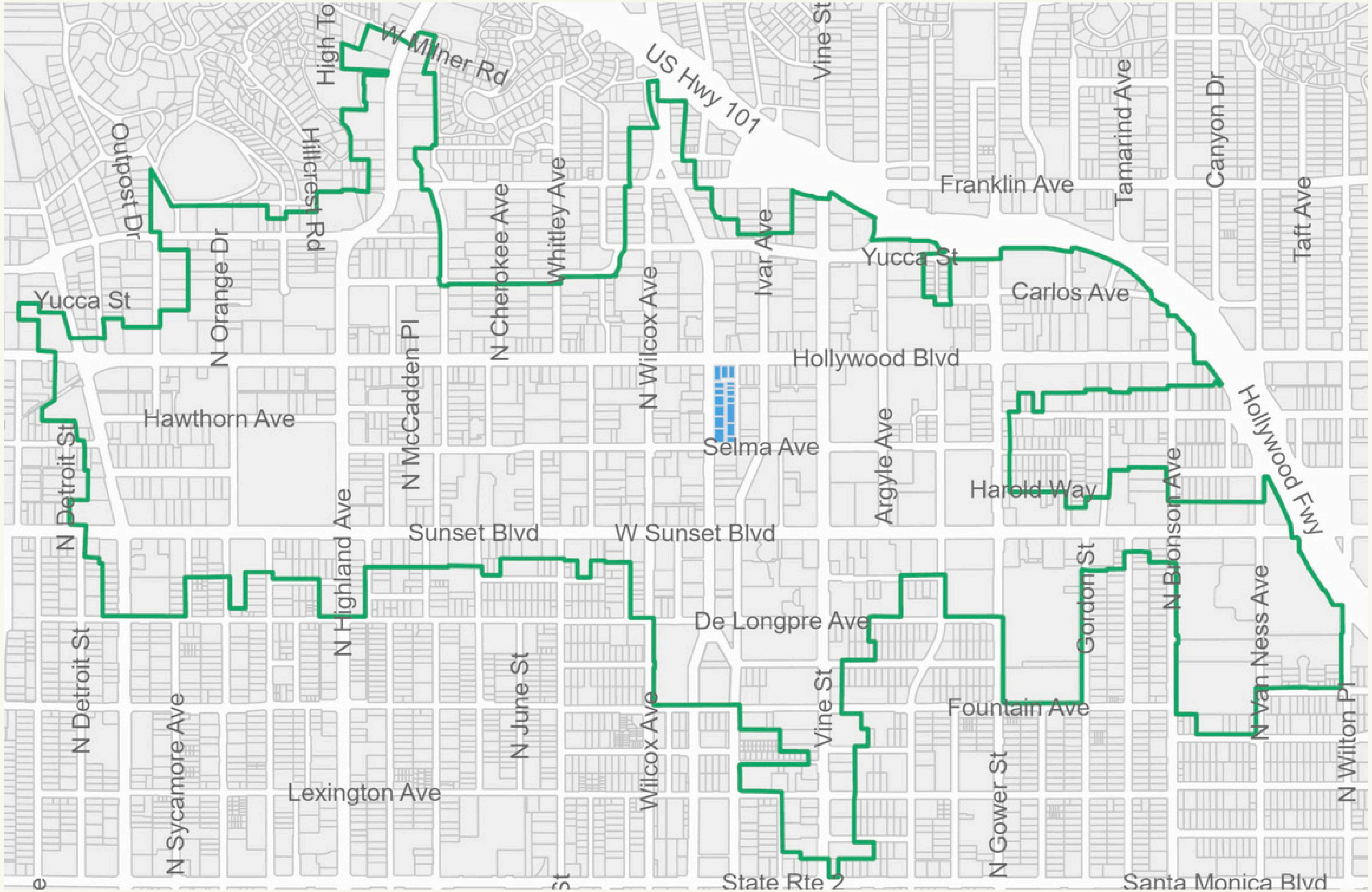
$523,296

Program Types - Seasonal Services Overlay Zone

- Foot, Bicycle & Vehicle Safety Patrols
- Safety Escorts
- Pressure Washing, Sweeping & Polishing
- Trash Collection & Litter Removal
- Graffiti, Sticker & Flyer Removal
- Traffic & Transportation Improvements
- Visitor Assistance, Hospitality & Concierge Services
- Capital Improvements & Special Projects

EaCa Alley Overlay Zone (EAOZ)

Purpose: Consolidated waste management services for businesses along a pedestrianized alley.



ASSESSMENT METHODOLOGY

Linear Feet of
Alley Frontage
x
Overlay Zone Rate

1,230 Linear Ft.

x

$50 / Ft. / Yr.

=

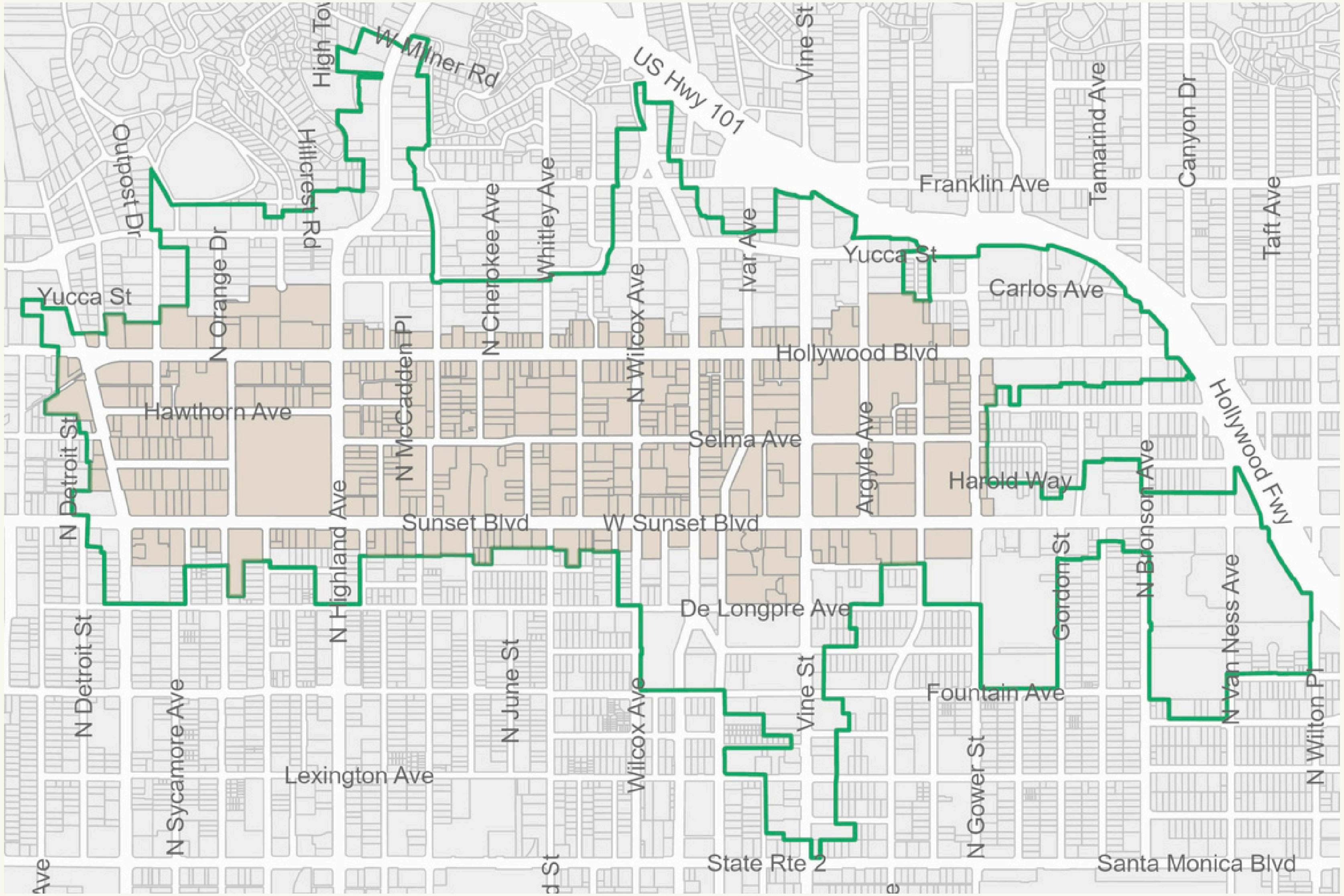
$61,500

Program Types - EaCa Alley Overlay Zone

- Trash Collection & Waste Management
- Pressure Washing, Sweeping & Custodial Services
- Capital Improvements & Special Projects

Vacancy Mitigation Overlay Zone (VMOZ)

Purpose: Increase services for vacant lots and buildings in the core of the district.



ASSESSMENT METHODOLOGY

Linear Feet of Vacant Frontage

x

Overlay Zone Rate

Linear Ft.

x

$200 / Ft. / Yr.

=

Mitigation Budget

Program Types - Vacancy Mitigation Overlay Zone

- Foot, Bicycle & Vehicle Safety Patrols
- Security Cameras & Technologies
- Trash Collection & Litter Removal
- Graffiti, Sticker & Flyer Removal
- Painting & Anti-Graffiti Treatments
- Lighting Design & Installation
- Leasing Support
- Signage & Window Clings
- Pop-Ups & Temporary Activations
- Incentive Programs

Governance

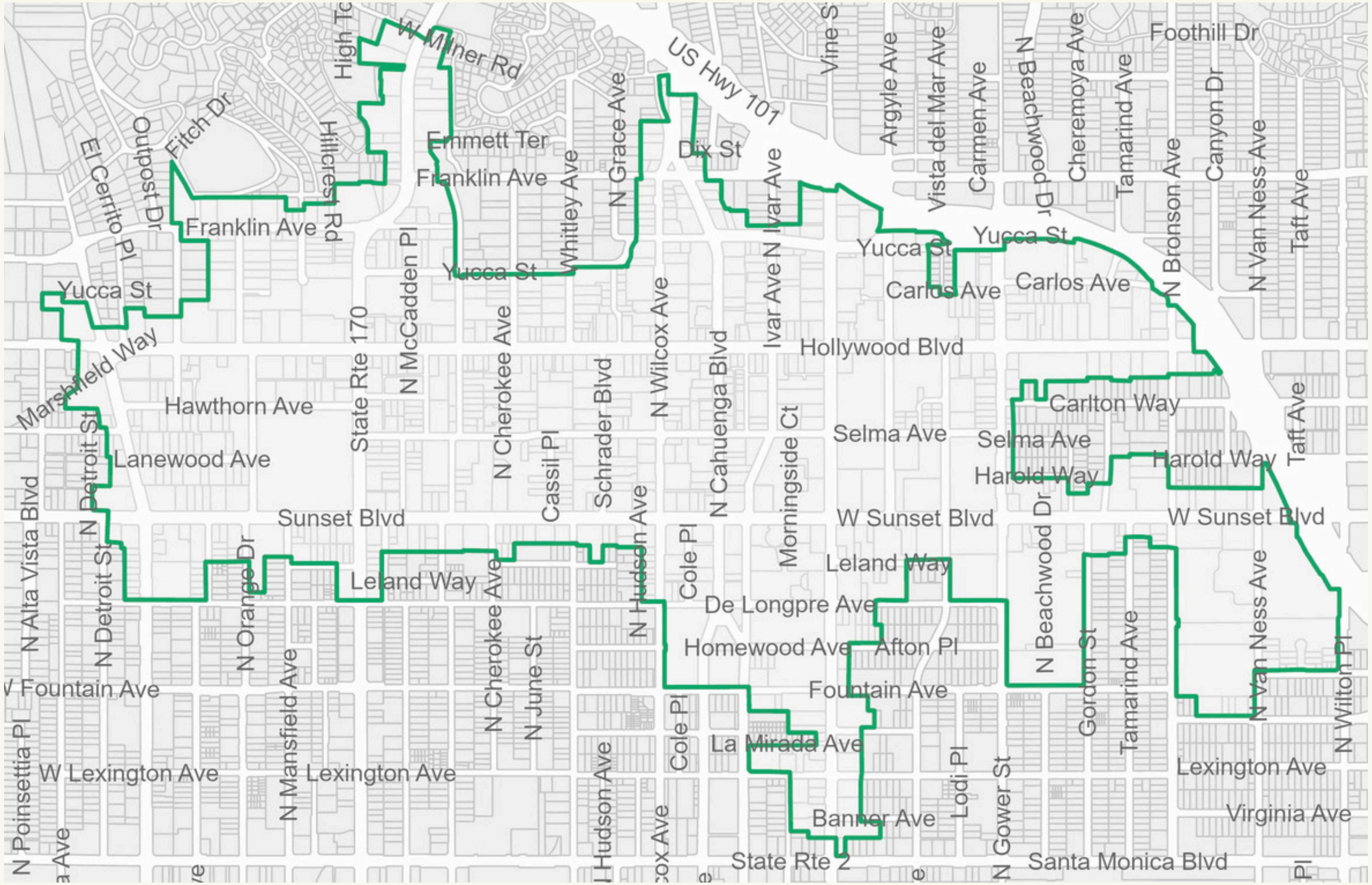
Implementation of the VMOZ will require establishment of a review panel of board members and administration of an appeals process prior to certifying the list of vacancies each year.

Benchmarks – Regional Competitor Destinations

	TOT	TID	Total
Los Angeles (50+ Rooms)	14.00%	2.00%	16.00%
Los Angeles (<50 Rooms)	14.00%	0.00%	14.00%
Downtown LA (1st Tier LACC)	14.00%	3.25%	17.25%
Downtown LA (2nd Tier LACC)	14.00%	2.75%	16.75%
West Hollywood	12.50%	4.00%	16.50%
Anaheim	15.00%	2.00%	17.00%
Long Beach	13.00%	3.00%	16.00%
Pasadena	12.10%	4.90%	17.00%
Average	**13.58%**	**2.74%**	**16.31%**
Hollywood (50+ Rooms)	**14.00%**	**3.50%**	**17.50%**
Hollywood (<50 Rooms)	**14.00%**	**1.50%**	**15.50%**

Hollywood Tourism Improvement District (HTID)

Purpose: Increase services for lodging properties to improve visitor experience, room rates, & occupancy.



ASSESSMENT METHODOLOGY

Transient Occupancy Sales

x

Assessment Rate

$180M Sales

x

1.5%

=

Total: $2,700,000

Program Types - Hollywood Tourism Improvement District

- Visitor Assistance, Hospitality & Concierge Services
- Information Kiosks & Visitor Centers
- Visitor Experience Monitoring & Improvements
- Conference, Meeting & Group Sales
- Event Planning Assistance & Incentives
- Destination Branding, Marketing & Publicity
- Hospitality Training & Education

Governance

Implementation of the HTID will require modifications to the THP bylaws and other governance procedures in order to ensure oversight of the supplemental funds by the assessed businesses.

HTID Service Categories & Budget Allocation

	Allocation	Year 1 Budget
Vibrancy Services		
Goal 4: Tourism & Visitor Experience	90%	$2,430,000
Administrative Services		
Administration & Collections	8%	$270,000

Note: Board authority to adjust budget allocations between categories by up to 10% annually.

Budget Summary

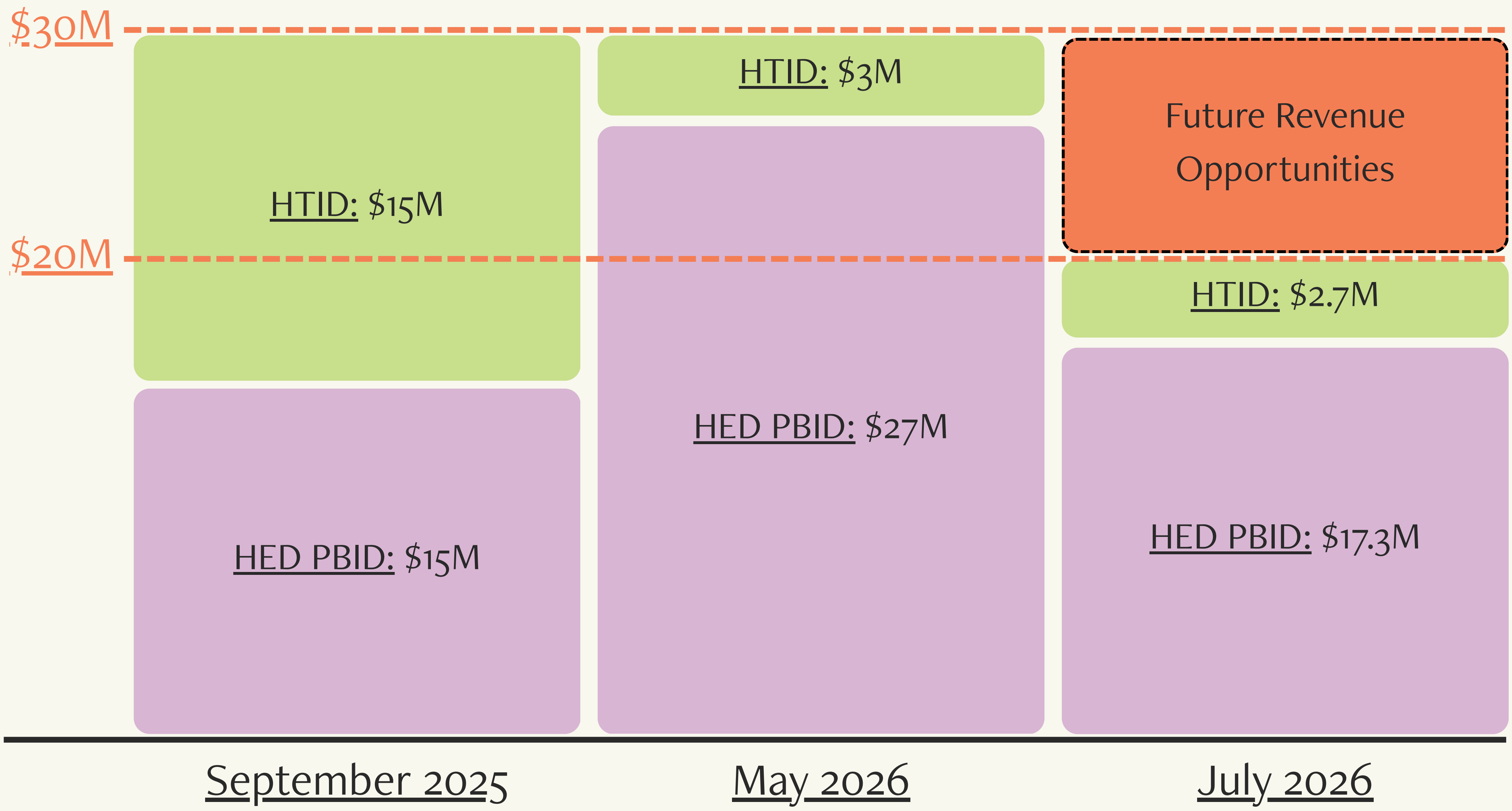
Revenues

	Zone 1	Zone 2	Zone 3	SSOZ	EAOZ	VMOZ	HTID	Total
Property Assessments	$ 6,716,234	$ 4,948,015	$ 4,503,403	$ 523,296	$ 61,500	$ -	$ -	$ 16,752,447
General Benefit	$ 201,487	$ 148,440	$ 135,102	$ 15,699	$ 1,845	$ -	$ -	$ 502,573
Business Assessments	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,700,000	$ 2,700,000
SUBTOTAL - REVENUES	**$ 6,917,721**	**$ 5,096,455**	**$ 4,638,505**	**$ 538,995**	**$ 63,345**	**$ -**	**$ 2,700,000**	**$ 19,955,020**

Budget Allocation

	Zone 1	Zone 2	Zone 3	SSOZ	EAOZ	VMOZ	HTID	Total
Environmental Services	$ 4,565,696	$ 3,363,660	$ 3,061,413	$ -	$ -	$ -	$ -	$ 10,990,769
Vibrancy Services	$ 1,798,607	$ 1,325,078	$ 1,206,011	$ -	$ -	$ -	$ 2,430,000	$ 6,759,697
Overlay Services	$ -	$ -	$ -	$ 506,655	$ 59,544	$ -	$ -	$ 566,199
Administration	$ 553,418	$ 407,716	$ 371,080	$ 32,340	$ 3,801	$ -	$ 270,000	$ 1,638,355
SUBTOTAL - EXPENSES	**$ 6,917,721**	**$ 5,096,455**	**$ 4,638,505**	**$ 538,995**	**$ 63,345**	**$ -**	**$ 2,700,000**	**$ 19,955,020**

Comparison to Prior Frameworks



Future Revenue Opportunities

Signage District

Event Services

Philanthropy

Vacancy Mitigation

Development

Annual Increases

Annual Assessment Increases

Minimum Automatic Increase

Los Angeles MSA CPI - 12-Month Period Ending March 31st

Board Discretionary Increase - Years 2 & 3

CPI Minimum + Board Discretionary up to 4% Maximum

Board Discretionary Increase - Years 4 to 10

CPI Minimum + Board Discretionary up to 7% Maximum

Outstanding Items

A. Economic Impact Study – In Progress, Draft Due Oct. 2026

B. Engineer's Report – In Progress, Draft Due Oct. 2026

C. 5-Year Strategic Plan – Board Discussion Oct. 2026, Draft Due Dec. 2026

D. Preliminary 2-Year Implementation Budget – Draft Due Dec. 2026

E. Governance Recommendations – Draft Due Oct. 2026

F. Outreach & Communications Package – In Progress, First Release July 2026

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