SCENE CHANGE

HOLLYWOOD

THE HOLLYWOOD PARTNERSHIP | HOLLYWOOD PARTNERSHIP COMMUNITY TRUST

Upcoming Milestones

July 2026	Board Approval of Draft PBID Management District Plan
August 15, 2026	Submission to City of LA for Preliminary Approval
October 2026	Latest Approval of Draft HTID Management District Plan
December 2026	Board Approval of Updated Strategic Plan
Q1 2027	Petition Drive for Both Districts
Q2 2027	Ballot Vote for PBID / Public Hearings for Both Districts
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

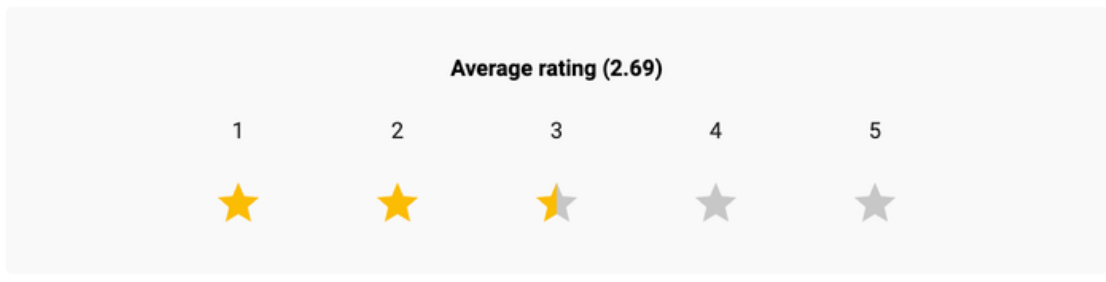
Assessment Rates, Program Types, Budget Allocations

Refining

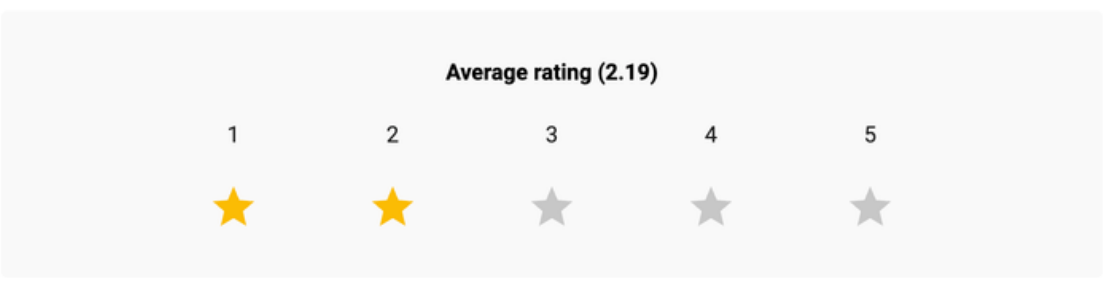
Priorities, Special Conditions, Governance, Implementation

Current Conditions

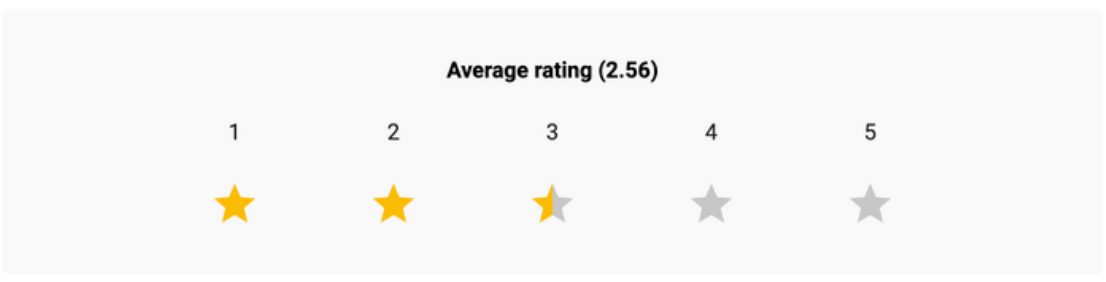
Cleanliness - 2.69



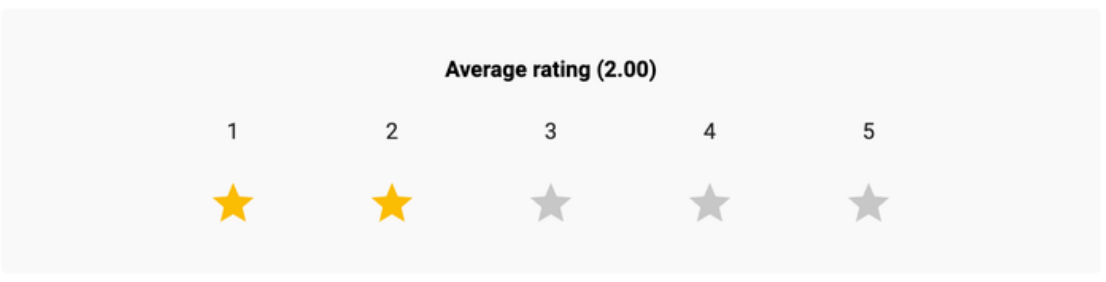
Economics - 2.19



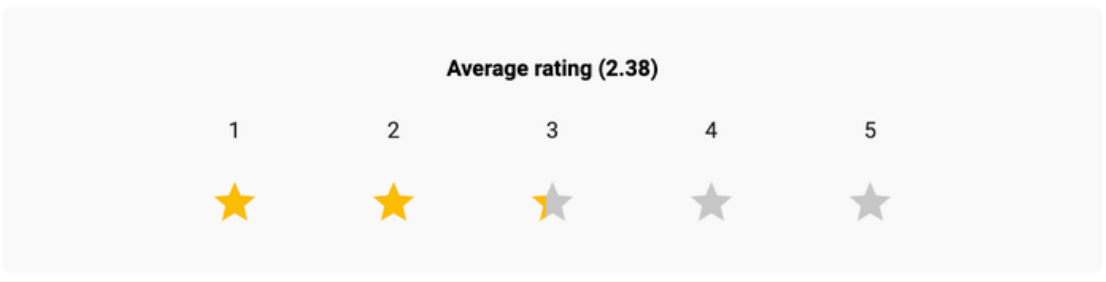
Safety - 2.56



Visitor Experience - 2.0



Aesthetics - 2.38

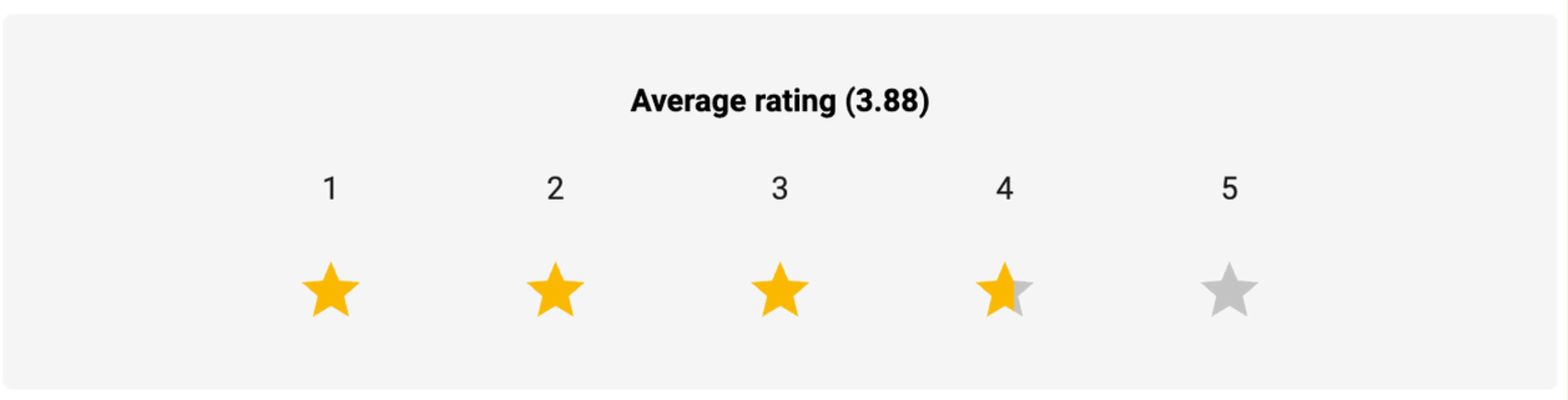


Most Positive Factors

Most Negative Factors

The Hollywood Partnership

Effectiveness In Addressing Neighborhood Challenges - 3.88

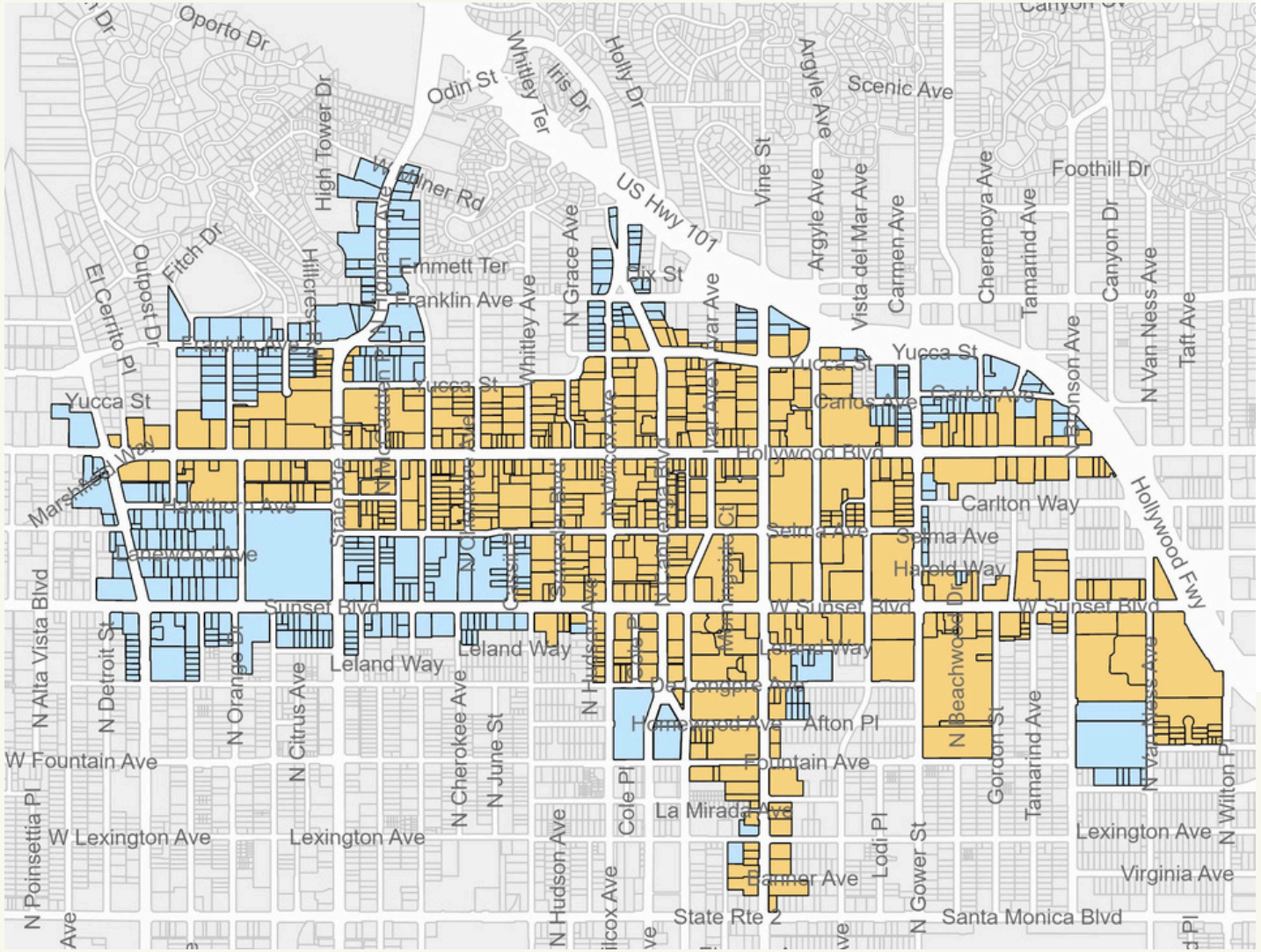


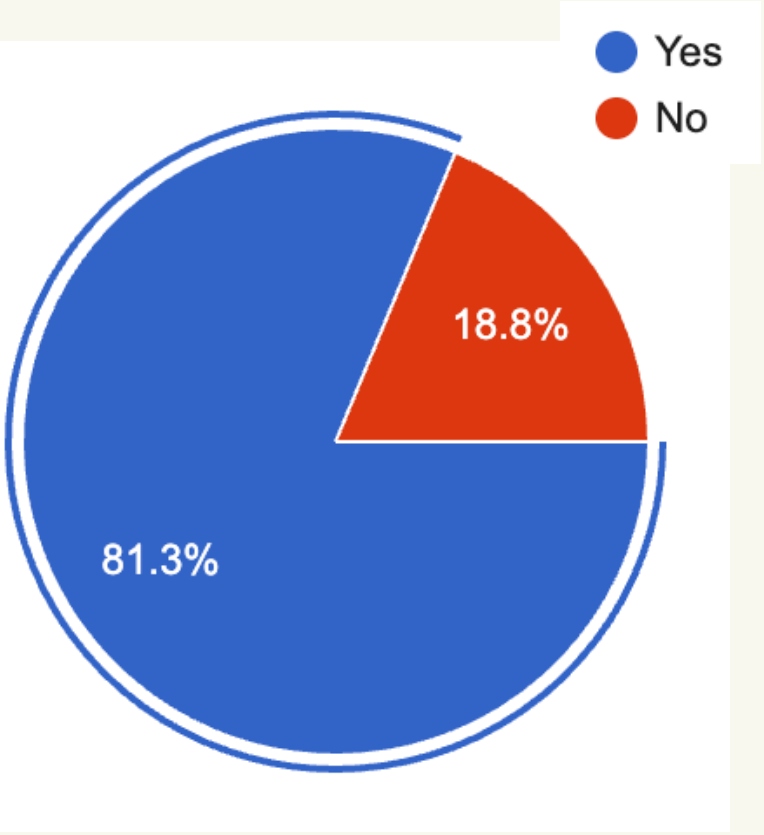
Most Valuable / Most Effective Service

Clean & Safe

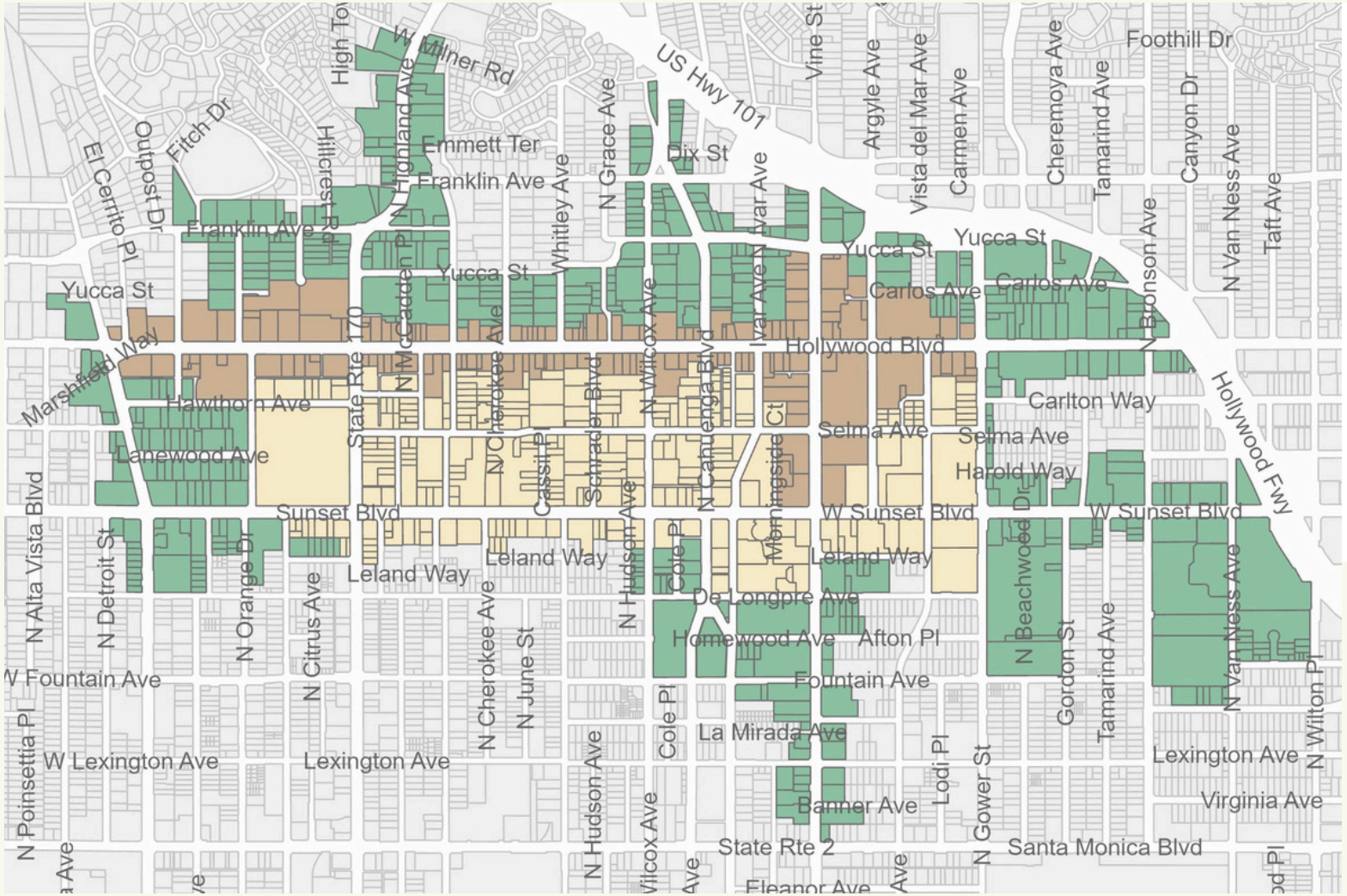
Least Valuable / Least Effective Services

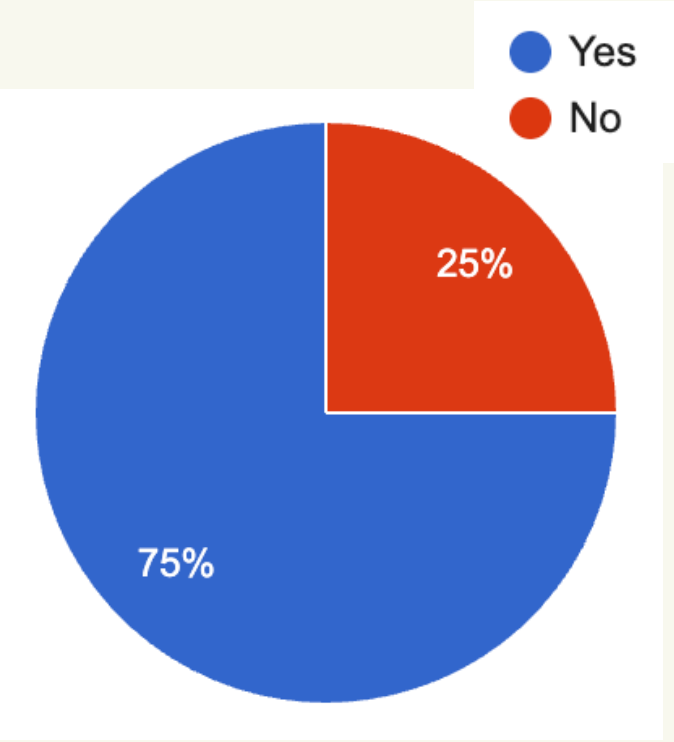
District Expansion & Outer Boundary

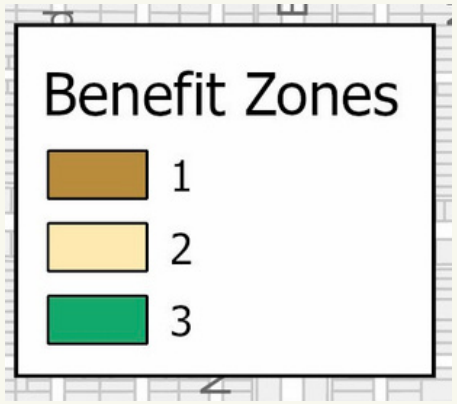




Benefit Zones







Budget Benchmarks - Peer Districts

DISTRICT	TOTAL BUDGET (2025)	ANNUAL ASSESSMENT REVENUE	% BUDGET	SQ. MI.	$/SQ. MI	VISITS/YR.	$/VISIT
Hollywood Entertainment District	$12,527,947	$8,703,275	69%	1.41	$8,885,069	34,490,735	$0.36
Times Square - New York, NY	$29,541,427	$14,347,293	49%	0.20	$147,707,135	102,615,322	$0.29
Downtown Manhattan - New York, NY	$24,149,000	$20,400,000	84%	0.29	$83,272,414	75,745,749	$0.32
Downtown BID - San Diego, CA	$19,507,208	$11,826,596	61%	2.30	$8,481,395	10,214,278	$1.91
Downtown Washington DC	16,899,775	$10,654,312	63%	1.0	$16,899,775	8,917,121	$1.90
Downtown Nashville - Nashville, TN	$15,468,000	$9,590,160	62%	2.07	$7,427,464	14,034,121	$1.10
Downtown Austin - Austin, TX	$14,782,599	$12,202,474	83%	1.6	$9,239,124	52,673,786	$0.28
Union Square - San Francisco, CA	$11,509,744	$7,081,504	62%	0.26	$44,268,246	22,495,592	$0.51
Chicago Loop - Chicago, IL	$5,558,700	$3,461,075	62%	1.1	$5,053,364	20,112,341	$0.28
				AVERAGE	**$40,299,240**		**$0.82**
				HOLLYWOOD ADJ. TO AVG.	**$56,821,928**		**$28,379,561**

What This Means

$0.82

Peer-level service averages about **$0.82 per person served** annually across benchmark districts.

34.5M

Hollywood serves roughly **34.5 million people per year** across visitors, residents, and daily users.

$25–30M

Using the peer benchmark at Hollywood's scale yields about **$28.3M**, which supports a **$25–30M** annual target for peer-level service delivery.

Budget Benchmarks - Competitor Cities

CITY	POPULATION	SQ. MI.	TOTAL BUDGET	$/MI.	$/CAP.
Los Angeles	3,820,914	469.10	$11,252,146,000	$23,986,668	$2,945
Pasadena	133,560	22.96	$536,270,000	$23,356,707	$4,015
Culver City	40,779	5.11	$183,883,412	$35,985,012	$4,509
West Hollywood	35,757	1.89	$163,352,573	$86,429,933	$4,568
Santa Monica	93,076	8.42	$542,270,707	$64,402,697	$5,826
Beverly Hills	32,701	5.71	$302,996,444	$53,064,176	$9,266

OVERALL GENERAL FUND RESOURCING

LOS ANGELES

$2,945

per person

NEIGHBORING CITIES AVG

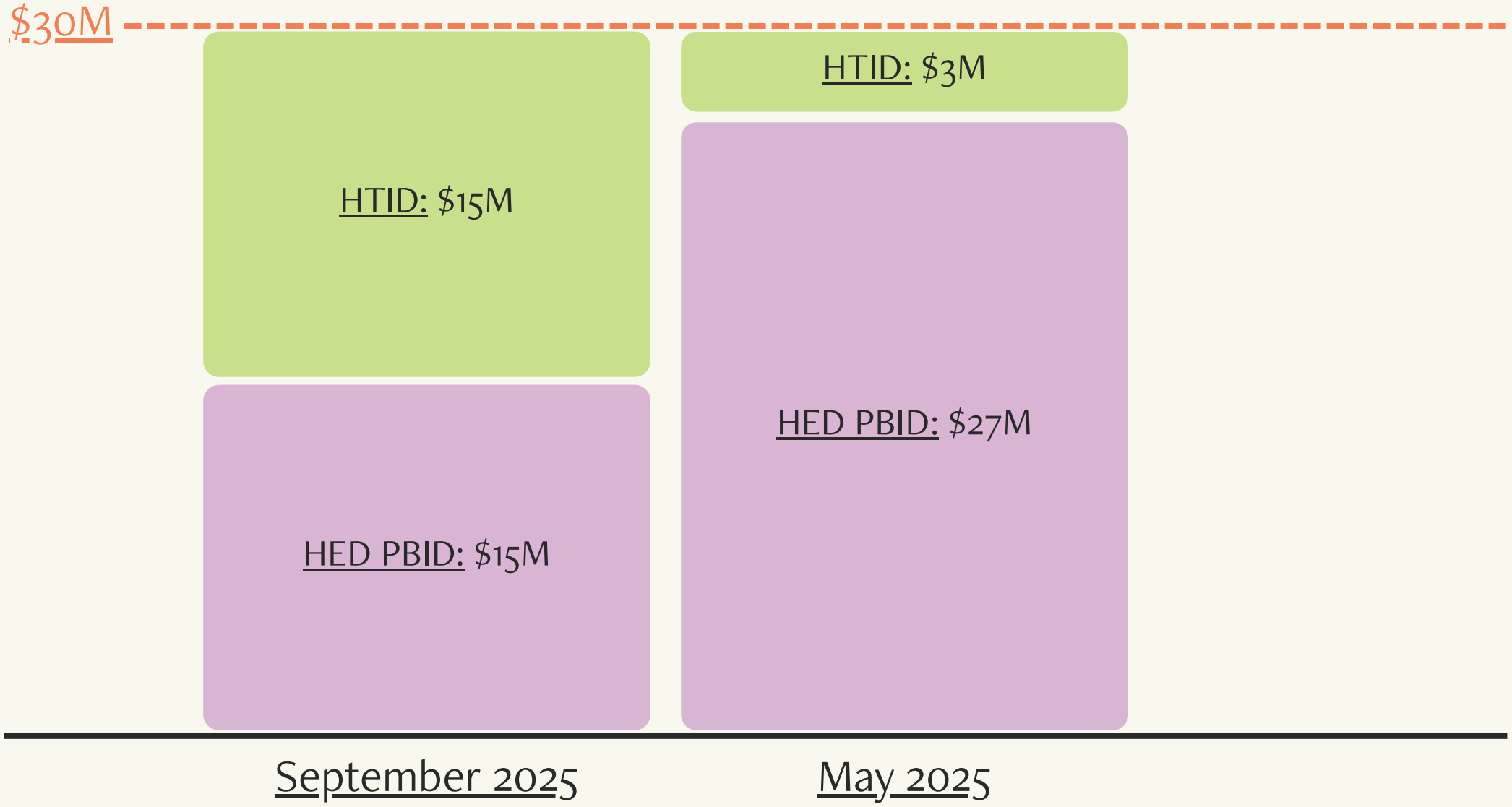
$5,637

per person

This establishes the baseline. When citywide per-person resourcing is lower than neighboring municipalities, neighborhood service levels start at a deficit before any local supplemental services are added.

Leading example: Beverly Hills ($9,266 per person) **48% below neighboring cities**

Prior Frameworks



Future Revenue Opportunities

Signage District

Event Services

Philanthropy

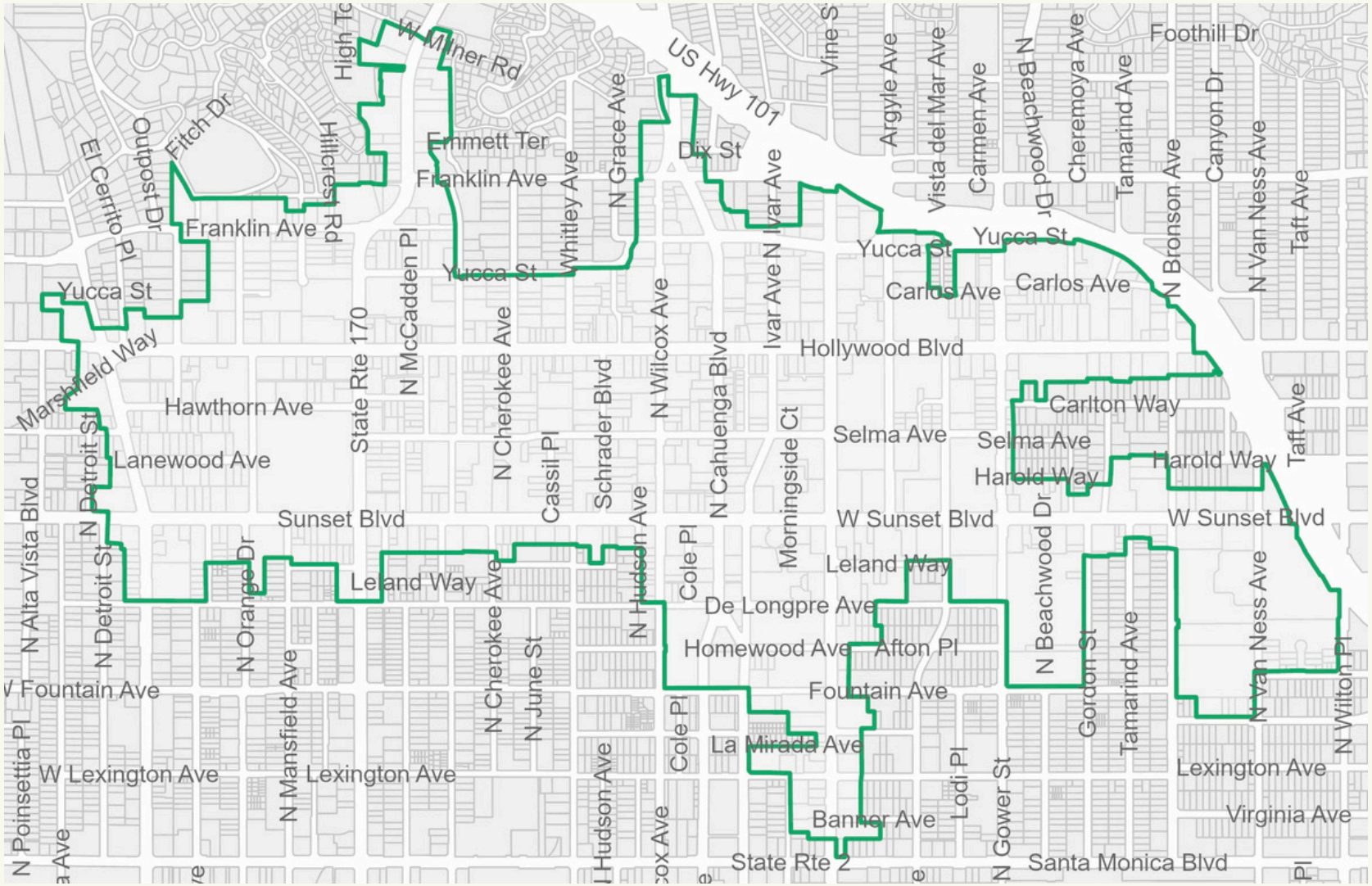
Vacancy Mitigation

Development

Tourism Imp. District

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%

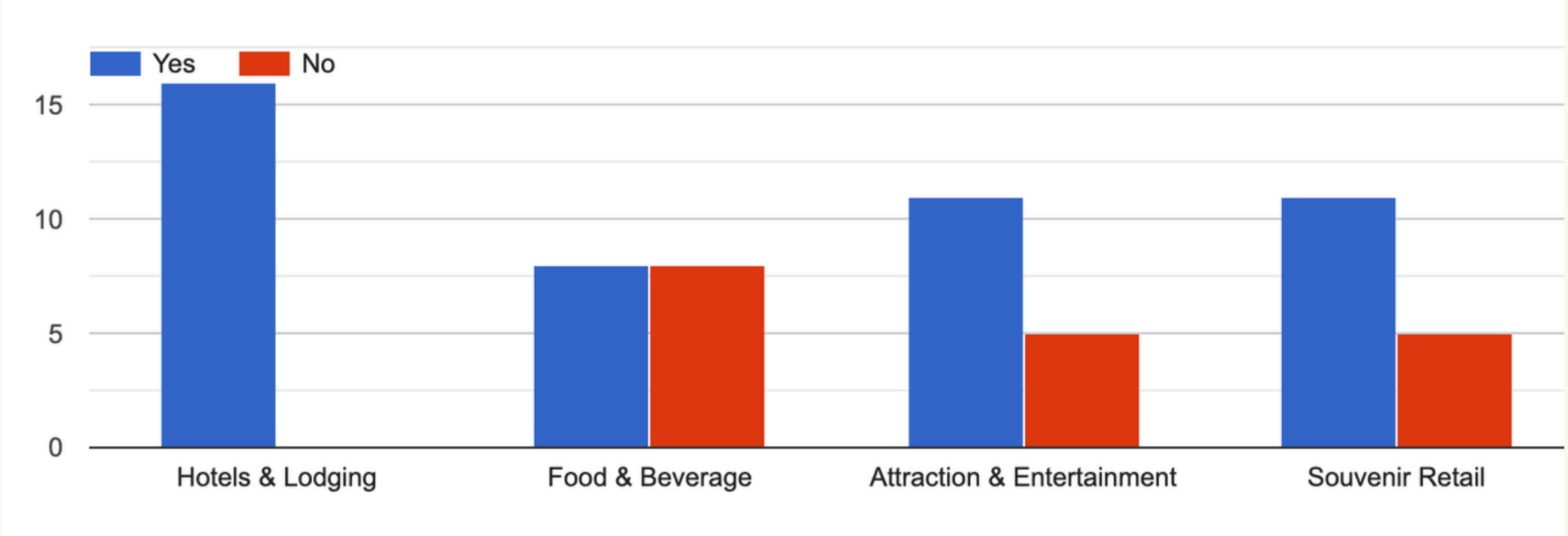
=

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

Business Types - Hollywood Tourism Improvement District



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

Service Categories & Budget Allocation

	Survey
Environmental Services	
Goal 1: Safety, Cleaning & Operations	56%
Vibrancy Services	
Goal 2: Placemaking & Events	10%
Goal 3: Economic Development & Business Support	12%
Goal 4: Tourism & Visitor Experience	13%
Goal 5: Policy, Planning & Advocacy	9%

Service Categories & Budget Allocation

	Survey	District Plan
Environmental Services		
Goal 1: Safety, Cleaning & Operations	56%	56%
Vibrancy Services		
Goal 2: Placemaking & Events	10%	44%
Goal 3: Economic Development & Business Support	12%	
Goal 4: Tourism & Visitor Experience	13%	
Goal 5: Policy, Planning & Advocacy	9%	

- Budget allocations will be adjusted to include an allocation to administration & collections.
- Board of Directors will be authorized to reallocate +/- 10% annually.
- Budget allocation feasible for two out of three assessment scenarios.

Priorities - Safety, Cleaning & Operations

Maximum

- Safety Patrols - 62.5%
- Security Cameras & Technologies - 18.8%
- Homeless/Mental Health Outreach
- Pressure Washing
- Street & Sidewalk Sweeping
- Graffiti Removal
- Trash Collection & Litter Removal

Priorities - Safety, Cleaning & Operations

Moderate

- Sticker & Flyer Removal
- Painting
- Infrastructure Maintenance
- Pedestrian Improvements
- Safety Escorts
- Star Polishing - 12.5%
- Tree Trimming - 12.5%

Minimum

- Weed Abatement - 25%
- Traffic & Transportation Improvements - 37.5%

Priorities - Placemaking & Events

Maximum

- Lighting - 50%
- Large-Scale Events - 25%

Moderate

- Signage - 12.5%
- Landscaping
- Tree Planting
- Public Art
- Small-Scale Programming
- Capital Improvements

Minimum

- Holiday Decor - 31.3%

Priorities - Economic Development & Business Support

Maximum

- Business Support & Retention - 56.3%
- Business Promotion - 12.5%
- Business Recruitment - 12.5%

Moderate

- Pop-Ups & Temporary Activations
- Real Estate Development Support
- Business Incubation - 18.8%
- Incentive Programs - 25%
- Technical Assistance - 37.5%

Minimum

- Leasing Support

Priorities - Tourism & Visitor Experience

Maximum

Information Kiosks & Visitor Centers - 18.8%

Moderate

Hospitality Assistance - 37.5%

Visitor Experience Monitoring - 18.8%

Wayfinding Signage

Destination Marketing & Publicity

Public Restrooms - 50%

Priorities - Policy, Planning & Advocacy

Maximum

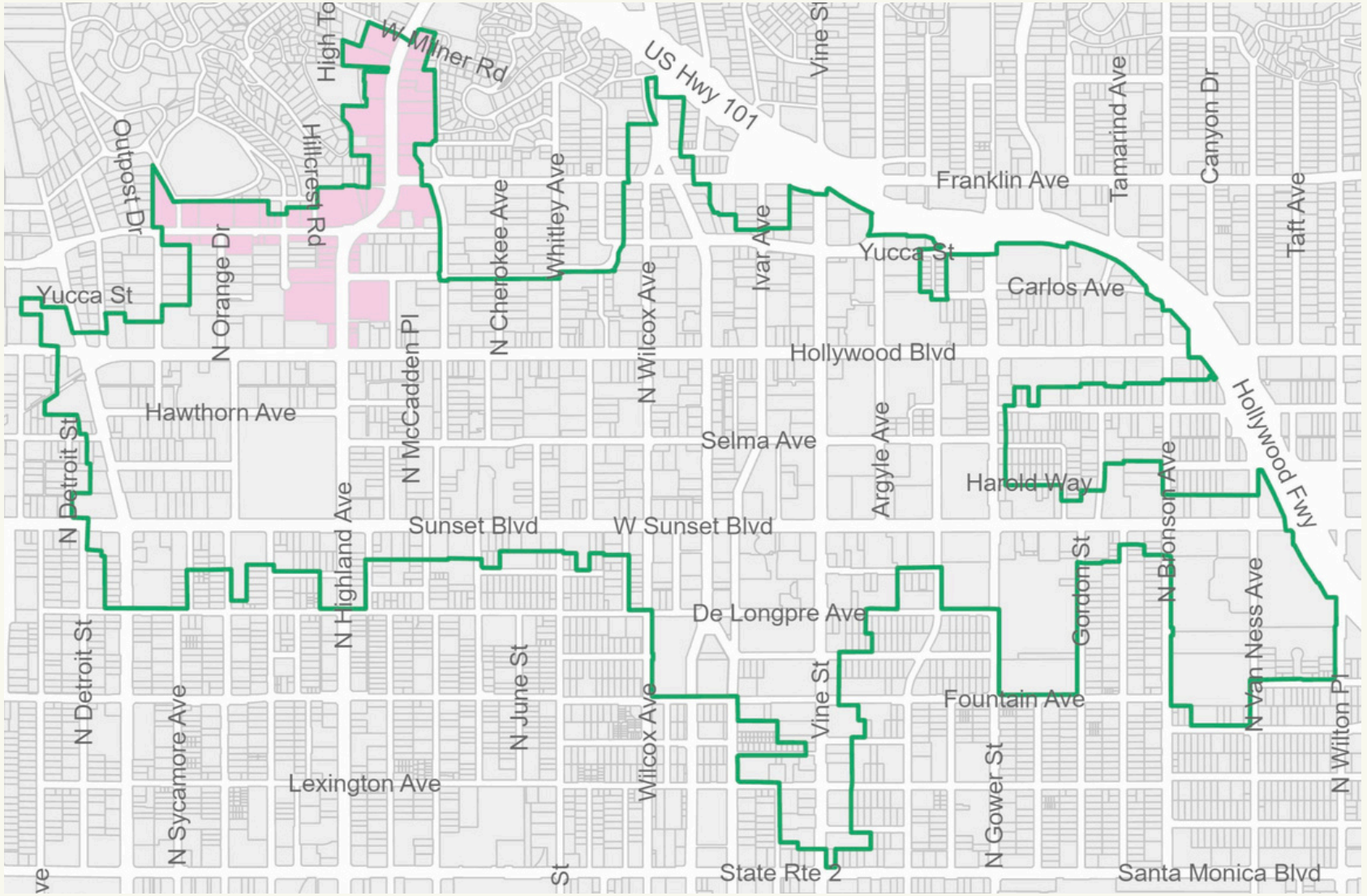
- Local Legislative Advocacy - 50%
- Streetscape Development - 37.5%
- Public Open Space Development
- Community Outreach & Communication

Moderate

- State Legislative Advocacy
- Research & Publication
- Zoning & Land Use Policy
- Community Meetings & Roundtables
- Data Insights & Storytelling
- Federal Legislative Advocacy - 43.8%

Seasonal Services Overlay Zone (SSOZ)

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



ASSESSMENT METHODOLOGY

Linear Feet of
Street Frontage
x
Overlay Zone Rate

7,254 Linear Ft.

x

$60 to $90 / Ft. / Yr.

=

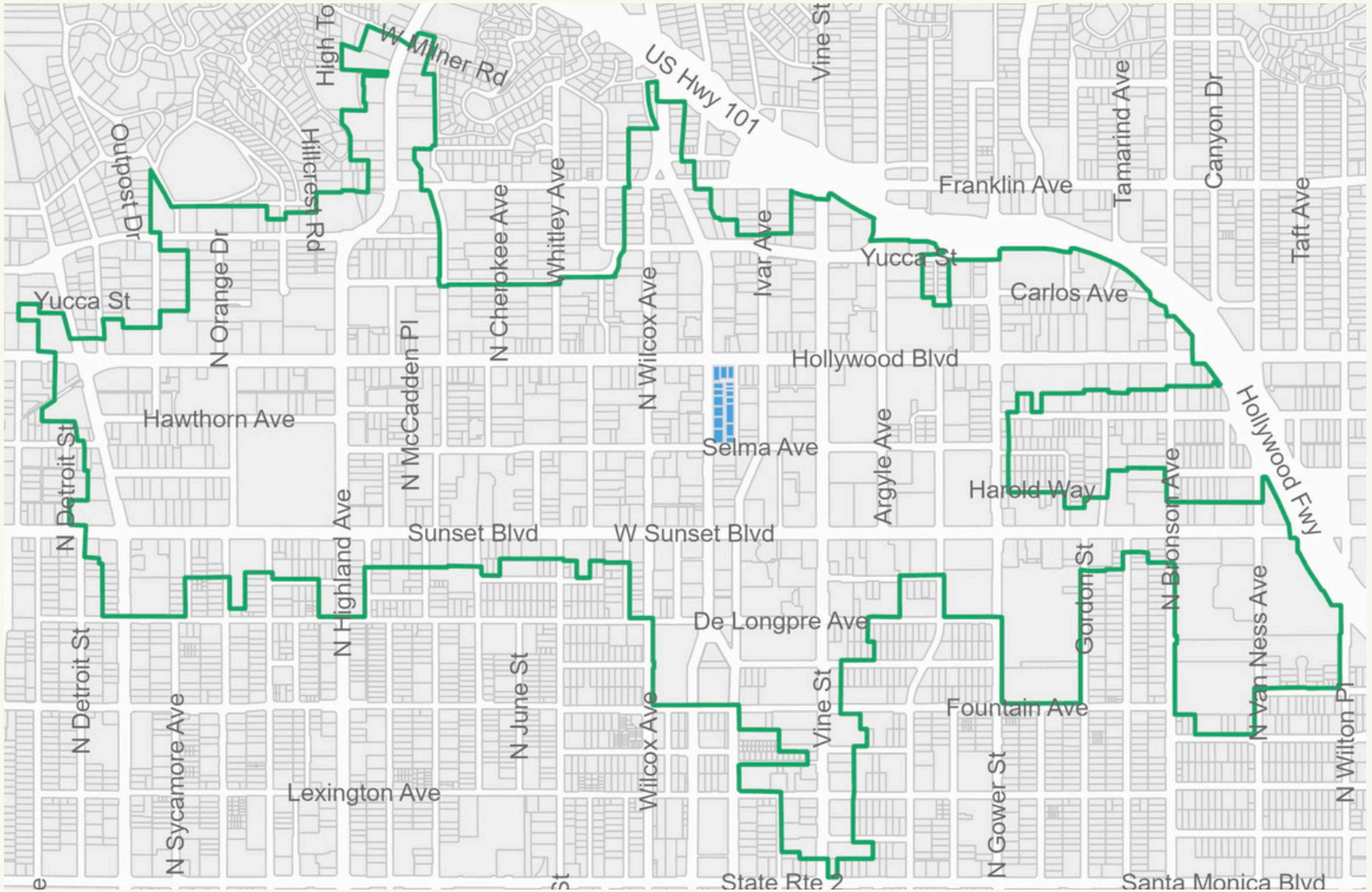
$435K to $650K

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.

=

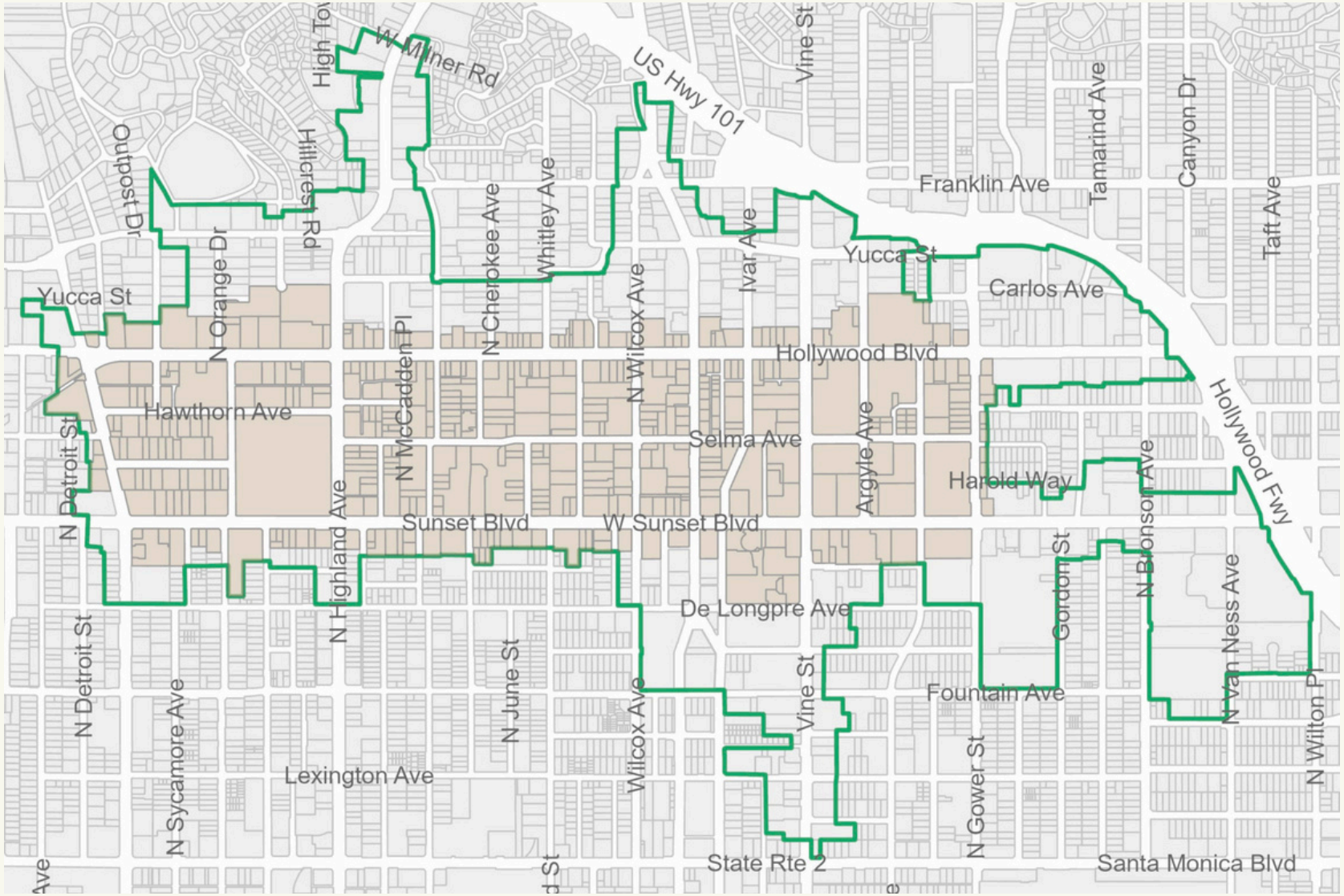
$61,500

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

Scenario A

Assessment Revenue

Zone	Land	Bldg.	Impact
1	$1.28	$0.48	4 x Baseline
2	$0.64	$0.24	2 x Baseline
3	$0.32	$0.12	Baseline

Scenario A

Assessment Revenue

Zone	Land	Bldg.	Impact
1	$1.28	$0.48	4 x Baseline
2	$0.64	$0.24	2 x Baseline
3	$0.32	$0.12	Baseline

Budget Allocation

Zone	Environment	Vibrancy	Total
1	$ 5,425,835.31	$ 4,263,156.31	$ 9,688,991.62
2	$ 2,913,623.12	$ 2,289,275.31	$ 5,202,898.42
3	$ 2,757,673.76	$ 2,166,743.67	$ 4,924,417.43
Overlays			$ 731,953.48
Total Scenario A Budget			$ 20,548,260.95

Scenario B

Assessment Revenue

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

Scenario B

Assessment Revenue

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

Budget Allocation

Zone	Environment	Vibrancy	Total
1	$ 3,895,401.77	$ 3,060,672.82	$ 6,956,074.59
2	$ 2,740,168.08	$ 2,152,989.20	$ 4,893,157.28
3	$ 2,578,480.12	$ 2,025,948.66	$ 4,604,428.78
Overlays			$ 620,518.73
Total Scenario B Budget			$ 17,074,179.39

Scenario C

Assessment Revenue

Zone	Land	Bldg.	Impact
1	$0.66	$0.27	3 x Baseline
2	$0.44	$0.18	2 x Baseline
3	$0.22	$0.09	Baseline

Scenario C

Assessment Revenue

Zone	Land	Bldg.	Impact
1	$0.66	$0.27	3 x Baseline
2	$0.44	$0.18	2 x Baseline
3	$0.22	$0.09	Baseline

Budget Allocation

Zone	Environment	Vibrancy	Total
1	$ 3,879,779.33	$ 1,363,165.71	$ 5,242,945.04
2	$ 2,734,802.99	$ 960,876.73	$ 3,695,679.72
3	$ 2,575,190.61	$ 904,796.70	$ 3,479,987.31
Overlays			$ 509,083.99
Total Scenario C Budget			$ 12,927,696.05

Budget Impacts to Service Levels

	Scenario A	Scenario B	Scenario C
Clean & Safe Amb.	4,250 Hrs./Week	3,530 Hrs./Wk.	3,530 Hrs./Wk.
Pressure Washing	WoF Daily	WoF 3-4x Weekly	WoF 2-3x Weekly
Tree Trimming	Most Trees Annually	1 to 3 Years	3 to 6 Years
Events	Produce, Partner, Promote	Partner, Promote	Promote
Holiday Decor	WoF Only - Full Display	WoF Only - Spot Display	Eliminated
Business Support	Proactive	Limited	Passive
Wayfinding	Annual Refresh	Maintenance/As-Needed	Eliminated
Visitor Centers	Highland & Vine	Vine Only	Eliminated
Open Space	Design, Build, Manage	Manage	Eliminated

Annual Escalation Options

Fixed Annual Increase

5% to 7% Fixed Annually Over 10-Year Term

Graduated Increase

CPI Annually + Designated Increases at Scheduled Intervals

CPI + Discretionary

CPI Minimum + Board Discretion up to 7% Maximum

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