HOLLYWOOD ENTERTAINMENT DISTRICT ◆ 2026

STATE OF THE DISTRICT

THE HOLLYWOOD PARTNERSHIP ◆ 2026 ANNUAL MEETING + BRUNCH

HollywoodPartnership.com

STATE OF THE DISTRICT ◆ ABOUT 80 BLOCKS

PEOPLE KEEP COMING TO HOLLYWOOD

34.5M

domestic visits to the HED in 2025, approaching pre-pandemic levels

WHO'S COMING TO HOLLYWOOD IN 2026



79% tourists 12% residents 9% workers

29.1M

visits in 2026 through Q3, **+13.7%** vs. the same period in 2025

107.6K

visits on a typical day, 2026 through Q3

172K Halloween **137K** LA Pride

visits on the busiest days of 2026

Placer.ai via Hollywood Market Moves. Domestic visitation estimates only.

VISITING HOLLYWOOD

Our name brings people here. Our experience needs to bring them back.











3,032
hotel rooms in the HED

+11.4%
Hollywood hotel RevPAR vs. the LA region during the World Cup

10–12K
people at each Hollywood Boulevard concert

120–156K
visits for the LA Pride parade and Pride Village

CoStar/STR and Placer.ai via Hollywood Market Moves.

STATE OF THE DISTRICT ◆ LIVING

LIVING IN HOLLYWOOD

+42.7%

resident visits compared to pre-pandemic levels

+18% resident visits year over year, 2026 through Q3

> Our streets and sidewalks aren't just transportation corridors. They're part of our shared living space.

23.4K	7.75K	$2.8K
RESIDENTS	MULTIFAMILY UNITS	AVG. ASKING RENT



Placer.ai, ESRI and CoStar via Hollywood Market Moves. Pre-pandemic baseline: 2019.

STATE OF THE DISTRICT ◆ WORKING

WORKING IN HOLLYWOOD

5M
sq ft of office in the HED

30.4K
workers in the HED

24.2%
office vacancy, Q3 2026, +1.4% YOY

WORKER VISITS

–28.9%
vs. pre-pandemic (2019)

–11.3%
vs. 2024, the post-pandemic high

> When the creative economy contracts, the restaurants, shops and services that depend on a healthy daytime population feel it.

LA COUNTY ENTERTAINMENT JOBS

–48,200
motion picture + sound recording jobs lost, July 2022 to July 2026

–33.1%
about one in three of those jobs, countywide

HED figures: Hollywood Market Moves, Q3 2026; worker visits from Placer.ai. County jobs: [CONFIRM SOURCE, e.g. California EDD]. Countywide figure, not HED-only.

STATE OF THE DISTRICT ◆ RETAIL

RETAIL IN HOLLYWOOD

RETAIL VACANCY, Q3 2026

8.2%

down from an 11.5% peak in Q3 2024

Q2 2026 LOW	6.2%	lowest since before the pandemic
ASKING RENTS	+5.5%	year over year, vs. +2.4% nationally
RESIDENT VISITS	+18.8%	in Q2, as new grocery stores opened

> When residents can find what they need in Hollywood, they have more reasons to stay in Hollywood.

OPEN NOW

Bristol Farms
Grocery Outlet
ABL Hollywood
Vinyl Room at the Palladium

ANNOUNCED

Fitler Club
Bathhouse
Cinerama Dome

CoStar via Hollywood Market Moves, Q3 2026. Verify asking-rent time period.

STATE OF THE DISTRICT ◆ DEVELOPMENT ◆ Q3 2026

DEVELOPMENT IN HOLLYWOOD

MULTIFAMILY

59 projects in the pipeline

43 under construction or entitled

+8.1K units

OFFICE

19 projects in the pipeline

14 under construction or entitled

HOTEL

8 projects in the pipeline

8 under construction or entitled

+1.3K rooms

RETAIL

45 projects in the pipeline

33 under construction or entitled

WHAT'S SLOWING THE PIPELINE

- Financing
- Construction costs
- Measure ULA
- Permitting

UPDATED HWD COMMUNITY PLAN

Hollywood finally has room to grow. Now we need to make sure that growth can happen.

Greater Hollywood pipeline, Q3 2026: projects seeking entitlement, entitled or under construction. Hollywood Market Moves.

30 YEARS OF OWNERS INVESTING TOGETHER

DELIVERING MORE FOR HOLLYWOOD

+57% more service, 2023 to 2025, on a budget that held steady

CLEAN, SAFE + HOSPITALITY

1.5M+

ambassador interactions since 2023

PUBLIC REALM

200+

new trees planted since 2023

EVENTS

137K

at LA Pride on the Boulevard, 2026

DATA + ECON DEV

4x

Market Moves reports a year for owners + investors

ADVOCACY

Daily

with City departments, electeds + agencies

Delivered through owner assessments, together with HP Community Trust and partner resources.

Goal 1 to 3 dashboards; Block by Block SMART. [RECONCILE FINAL 2023 TO 2026 TOTALS]

OUR NONPROFIT AFFILIATE ◆ LAUNCHED 2023

THE HOLLYWOOD PARTNERSHIP COMMUNITY TRUST

$8.99M raised since 2022

22% more resources for our work, on average each year

$250K

a year for the Community Dispatch Center

Funded by
LA County Supervisor Lindsey Horvath, District 3

$1.5M

to build Hollywood's first Visitor Center

Funded by
City of Los Angeles + Assemblymember Rick Chavez Zbur

$225K

for the Hollywood Camera Network Grant Program

Funded by
Hollywood Chamber of Commerce + Hollywood Historic Trust

$150K

for program support

Funded by
Councilmember Hugo Soto-Martínez, Council District 13

Funds raised are shown separately from the Trust's contribution to annual operating resources (2022 to 2026 average).

ON THE STREET

WHAT INVESTMENT MAKES POSSIBLE

24/7
Community Dispatch Center: call or text 567-HLYWOOD

76%
of incidents answered within 10 minutes, 2026 to date

184K+
Walk of Fame stars polished since 2023

1,400
sq ft of median landscaping restored

100%
of qualified camera network footage requests fulfilled within 24 hours

Goal 1 and Goal 2 dashboards; Hollywood Camera Network. Confirm periods for landscaping and camera figures.

BUSINESS

Faded Hollywood Blvd. Faces a Tough Comeback

By DEAN MURPHY

May 13, 1990 12 AM PT

TIMES STAFF WRITER

The grand vision for a rejuvenat
luncheon for wealthy businessm

By the end of dessert and coffee, broadcast
dollars in pledges
capital for an enormous
that Welsh and others envisioned was one
high-rise condomi
areas.

"I told them that we are building the Hc
who headed the Hollywood Chamber o
would be in place by the 21st Century.

The Hollywood Walk of Shame: why the LA landmark is the world's worst tourist attraction

Beating out some stiff competition, the dirty stars of
Hollywood Boulevard



Looking for remnants of the old glory on a tour of Hollywood Boulevard

haps the
's intersection in the world.
model for the Sinclair Lewis
ppens at Holly
Except that the traffic
Street and the newsie on the southeast corner

northeast corner the vaguely modern Gothic
s 12 stories above a savings and loan, its offices
d Boy Music, Beyond Sound, Eddie's Exotic
ns and assorted attorneys and podiatrists.

HOLLYWOOD MATTERS.

Experiencing it should be as extraordinary as we can imagine.

A NEIGHBORHOOD OF LOS ANGELES, NOT ITS OWN CITY

THE HOLLYWOOD INVESTMENT GAP

THE CITY OF LOS ANGELES

−48%

Los Angeles general fund spending per resident, compared with neighboring cities

Neighboring cities

- West Hollywood
- Culver City
- Santa Monica
- Beverly Hills

OUR DISTRICT

−56%

Hollywood PBID investment per person served, compared with eight peer districts



34.5M domestic visitors, residents and workers a year across 0.63 sq mi (Placer.ai). City: published general fund budgets.



Hollywood
SCENE CHANGE
A NEIGHBORHOOD REINVESTMENT PROGRAM

2028
Today's PBID expires. Without renewal, its services end.

2 years
of planning by owners, the board and staff

FY2026
Rising costs forced the first service reductions

LA28
Renewing early puts new investment in place first

HollywoodPartnership.com/SceneChange

WHAT IS YOUR DREAM FOR HOLLYWOOD?

IMAGINE A THRIVING HOLLYWOOD



CLEANER, SAFER, MORE WELCOMING

Expanded Safety + Cleaning Teams ◆ Visitor Center + Public Restrooms



BEAUTIFUL STREETS + PUBLIC SPACES

Landscaping Program ◆ Public Art ◆ Pedestrian Lighting ◆ Wayfinding



A THRIVING HOLLYWOOD ECONOMY

Econ Dev ◆ Address Vacancies ◆ Small Biz Support ◆ Sign District



ALIVE WITH CULTURE + CREATIVITY

Entertainment Zones ◆ Live Music + Festivals ◆ Cultural Celebrations

Illustrative possibilities, not guaranteed commitments.

SCENE CHANGE ◆ PART ONE

A RENEWED & EXPANDED PBID

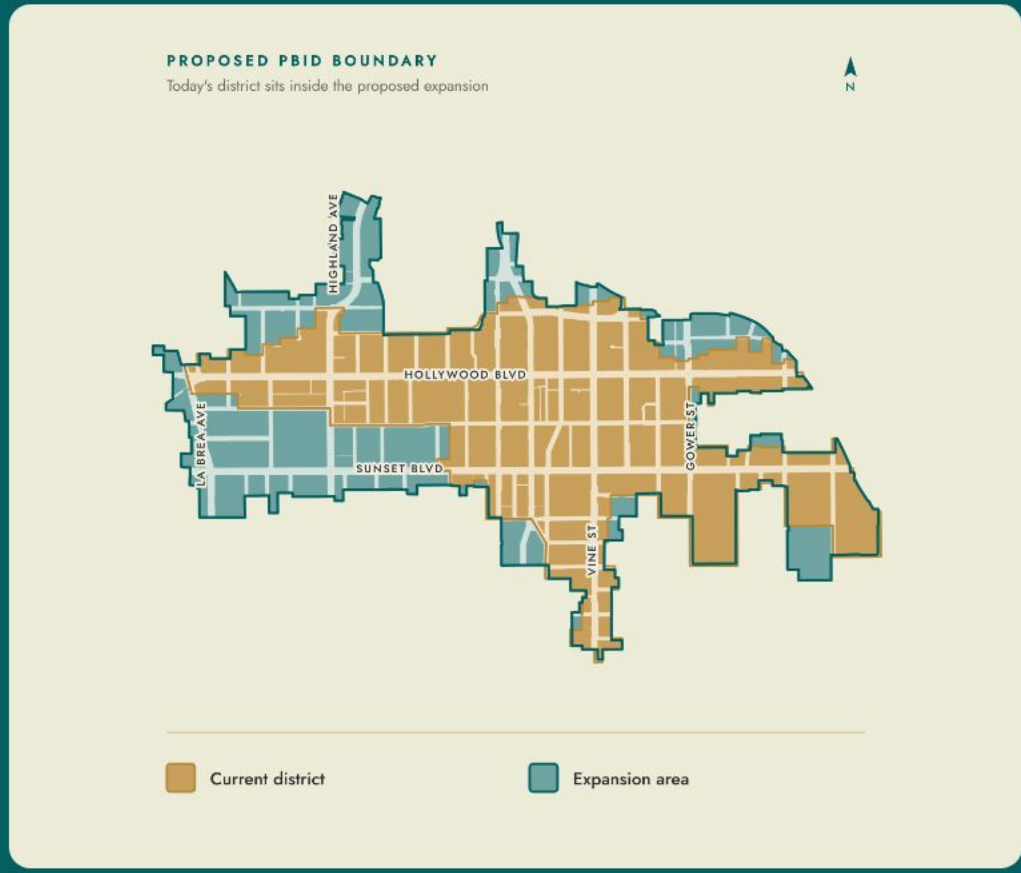
PROPOSED ANNUAL INVESTMENT

$17.3M

a year, up from about $9M today

TERM	10 years	2028 to 2037
DISTRICT	0.93 sq mi	up from 0.63 today
GOVERNANCE	Owner-led	a board of property owners

> Assessments are not general taxes. Every dollar is reinvested here, with budgets set year by year within the plan.



HollywoodPartnership.com/SceneChange

YEAR ONE PBID SERVICES

WHAT THE PBID PAYS FOR



ENVIRONMENTAL SERVICES
$10.70M ◆ the day-to-day foundation

VIBRANCY SERVICES
$4.21M ◆ helps it thrive over time

ADMIN + COLLECTIONS
$1.30M ◆ runs the district

FIVE GOALS

1. Safety, Cleaning + Operations
2. Placemaking + Events
3. Economic Development + Business Support
4. Tourism + Visitor Experience
5. Policy, Planning + Advocacy

Base services $16.21M + overlay services $0.58M = $16.8M in assessments, plus the City's general-benefit share = $17.3M. [VERIFY AGAINST FINAL MDP]

PBID YEAR ONE COMMITMENTS ◆ ENVIRONMENTAL SERVICES

GOAL 1: SAFETY, CLEANING + OPERATIONS

	TODAY ACROSS THE ENTIRE DISTRICT	YEAR ONE ON THE WALK OF FAME ALONE
Weekly cleaning hours	576	560
Weekly safety hours	840	728
Pressure washing	2–3x weekly	5–7x weekly
Street sweeping	5–6x weekly	7x weekly

Nearly the district's entire cleaning and safety coverage today, on the Walk of Fame alone.

WALK OF FAME, BEAT BY BEAT

5 beats with dedicated Ambassadors on every shift

Beats meet at **Hollywood & Highland** and **Hollywood & Vine**, so guests see Ambassadors on both sides of the street.

Annual trimming for **every Walk of Fame street tree.**

HollywoodPartnership.com/SceneChange

PBID YEAR ONE COMMITMENTS ◆ VIBRANCY SERVICES

GOALS 2–5: WHAT'S NEW IN YEAR ONE

GOAL 2

PLACEMAKING + EVENTS

$300K
LANDSCAPING
Zone 1 $200K · Zone 2 $50K · Zone 3 $50K

$150K
PUBLIC ART
Zone 1 $100K · Zone 2 $50K

$300K
COMMUNITY EVENTS
Minimum, districtwide

GOAL 3

ECONOMIC DEVELOPMENT

$250K
BUSINESS SUPPORT + RETENTION
Minimum, districtwide

$250K
BUSINESS RECRUITMENT + INCUBATION
Minimum, districtwide

GOAL 4

TOURISM + VISITOR EXPERIENCE

112+
HOSPITALITY AMBASSADORS
Hours a week, restored from 0 today

16 hrs
VISITOR CENTER
Per day, seven days a week, at Hollywood & Vine

$250K
WAYFINDING SIGNAGE
Minimum, districtwide refresh

GOAL 5

POLICY, PLANNING + ADVOCACY

$250K
STREETSCAPE + OPEN SPACE
Minimum, districtwide development plan

10
STAKEHOLDER ROUNDTABLES
Held twice annually

Scene Change Proposed Service Plan, Year One commitments. Dollar figures are Year One minimums.

SCENE CHANGE ◆ PART TWO

A HOLLYWOOD TOURISM IMPROVEMENT DISTRICT

$2.7M

a year ◆ initial 5-year term, 2027 to 2032

1.5% on qualifying hotel guest transactions

Hotels only

Visitors help invest in the destination they came to enjoy

Hollywood-specific

Destination marketing, visitor services and programming

Complements the PBID

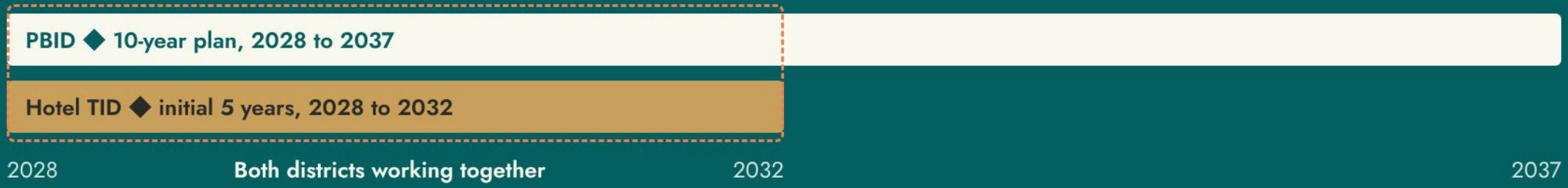
Reinvested right here in Hollywood

Draft HTID Management District Plan. Collections begin July 1, 2027; services begin January 1, 2028.

SCENE CHANGE ◆ TOGETHER

TOGETHER, $20 MILLION A YEAR FOR HOLLYWOOD

$17.3M PBID + **$2.7M** HOTEL TID = **~$20M** A YEAR



Year One figures. TID renewal after 2032 is not automatic.

FROM PROPOSAL TO REALITY

THE PATH TO SCENE CHANGE

YOU ARE HERE

Now

City review and one-on-one conversations with owners

Q1 2027

Petitions for the PBID and the hotel TID

Q2 2027

PBID weighted property owner ballot

Q2 2027

City Council hearings and approval

Jul 1, 2027

Hotel TID collections begin

Jan 2028

Both districts begin service

The hotel TID follows a petition and public hearing; only the PBID goes to a ballot.

PROPERTY OWNERS AND HOTELS DECIDE IN 2027.

HollywoodPartnership.com/SceneChange


Hollywood
SCENE CHANGE
YOUR PROPERTY. YOUR PRIORITIES. YOUR DECISION.
HollywoodPartnership.com/SceneChange