



Hollywood Demographic Research Project Report

Presented to the Hollywood Property Owners Alliance, Hollywood Entertainment District, Sunset & Vine Business Improvement District, and the Project Steering Committee

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2541 State Street, Suite 108, Carlsbad, CA 92008
P 760.730.9325 | F 888.457.9598
www.bwresearch.com



741 Garden View Court, Suite 208, Encinitas, CA 92024
P 760.632.9900 | F 760.632.9993
www.tn-research.com

EXECUTIVE SUMMARY

INTRODUCTION TO THE STUDY

The Hollywood Entertainment District (HED) and the Sunset & Vine Business Improvement District (SVBID) under the direction of the Hollywood Property Owner's Alliance partnered with BW Research Partnership, Inc. (BW Research) and True North Research Inc. to conduct a comprehensive demographic research assessment of Hollywood's residents, local customers, visitors, students, and investors.

For this study the zip codes of 90004, 90027, 90028, 90029, 90036, 90038, 90046 and 90068 were defined as the Hollywood area and Downtown Hollywood was described to respondents as "the area where you find places like the Chinese Theatre, Pantages Theatre, and Arclight Theatre."

METHODOLOGY OVERVIEW

This project was comprised of a telephone survey of residents, intercepts surveys of local customers and visitors, a secondary data analysis of Hollywood U schools, a web survey of Hollywood U students, and executive interviews with investors.

The community-wide telephone survey of Hollywood residents was administered from March 19 through 24, 2010 and each interview averaged 15 minutes in length. In total, a statistically representative sample of 400 Hollywood residents completed a telephone survey.

A total of 400 intercept surveys were completed by local customers at eight different locations over a two-week period from April 8 through April 19, 2010 and 177 intercept surveys were completed by visitors at eight different locations over the same period. Participants received a five dollar Starbucks card as a thank you for their time.

Seven Hollywood U schools participated in the study. Each provided data on student demographics and also distributed a web survey to their students. A total of 266 students completed a web survey during the data collection period of May 24 through July 30, 2010.

BW Research scheduled and conducted ten one-on-one executive interviews by phone with investors (developers, property owners, and employers) recommended from a list of 20 individuals developed by the Hollywood Property Owners Alliance. Executive interviews generally lasted 20 to 30 minutes and were administered from June 23 to July 23, 2010.

KEY FINDINGS

Based on the analysis of the data collected throughout this project, BW Research and True North Research are pleased to present to the Boards of the Hollywood Entertainment District (HED) and the Sunset & Vine Business Improvement District (SVBID) the key findings from the study.

RESIDENT TELEPHONE SURVEY

Living in the Hollywood Area

- The most common reason for moving to the Hollywood area was that the location was convenient for work, which included an individual's current job, plus present and future job opportunities (mentioned by 33 percent of residents who had lived in the area less than 5 years). Reference to family and friends in the area (19%), preference for the area in general (9%), and the purchase of a home (7%) were also common specific reasons offered for moving to Hollywood.
- The majority (70%) of respondents shared favorable opinions of the quality of life in Hollywood, with 16 percent reporting it as excellent and 53 percent stating it as good. Approximately one-quarter (24%) of residents indicated that the quality of life in Hollywood was fair, only three percent of residents used *poor* to describe the quality of life, and not a single respondent said it was *very poor*.
- The most commonly cited aspects of Hollywood that residents would like to preserve in the future were its historic buildings (14%) and landmarks (13%). In a similar vein, Hollywood's architecture (6%) and its history in general (6%) were also popular mentions.
- When asked to indicate the one thing they would like to change to make Hollywood a better place to live, the most common response was reducing traffic congestion, which was mentioned by approximately 15 percent of residents. Improving streets and roads (12%), improving public safety (12%), addressing the homeless issue (11%), and cleaning up and beautifying Hollywood (10%) were also each mentioned by at least ten percent of respondents.

Shopping, Dining, and Entertainment

- Approximately half (49%) of all respondents indicated they visited the downtown area less than once per week.
- Twenty-nine percent (29%) of respondents visited Downtown Hollywood at least once per week to go shopping, 32 percent ate at a restaurant downtown at least once per week, and 33 percent said that at least once per week they went downtown for entertainment and activities.
- The most common reason for not visiting downtown more often was the difficulty of finding parking (19%), followed by "no particular reason" (17%), the presence of too many tourists (16%), traffic congestion (16%), and personal budget concerns (14%).

- A little more than one-third (36%) of residents surveyed indicated that they would like to see additional stores, restaurants, and entertainment sites in Downtown Hollywood.
- Forty percent (40%) of those who desired additional businesses downtown requested restaurants such as Applebee's, Cheesecake Factory, and Ruth's Chris. Large discount and department stores such as Costco and Target were also popular mentions, cited by 19 percent of respondents. Apparel stores (13%), gourmet and organic grocery stores (14%), high-end department stores (9%), a movie theater (8%), and ethnic food restaurants (6%) rounded off the business categories mentioned by at least three percent of respondents.
- When residents were asked how informed they were about aspects of the downtown area, responses were virtually identical for museums, theatres, and other attractions (71% well informed or somewhat informed), the diversity of restaurants (69%), and recreation and entertainment options (69%). Respondents were slightly less informed about the diversity of businesses (62%) and special events (61%) located downtown.

Perceptions of Hollywood

- When asked to indicate agreement or disagreement with ten statements about Downtown Hollywood, respondents were most in agreement that "Hollywood is a safe place to visit during the day," with 97 percent of those providing an opinion saying they strongly (64%) or somewhat (32%) agreed.
- Three quarters (76%) of those that provided an opinion strongly agreed that "It is hard to find parking in Hollywood," with another 14 percent agreeing somewhat.
- Approximately 87 percent of those with an opinion agreed that "Hollywood is a better place to visit now than it was five years ago." Eighty-four percent of those with an opinion agreed that "Hollywood is different. It is a unique place for shopping, dining, and entertainment," 75 percent agreed that "Hollywood is pedestrian-friendly," and 65 percent agreed that "Hollywood is family-friendly."
- A lower, but still substantial percentage of residents who provided an opinion agreed that "Hollywood is crowded" (67%) and "Hollywood is dirty" (66%).
- Half (52%) of residents that provided an opinion agreed that "Hollywood is a safe place to visit after dark," and only 33 percent agreed that "Hollywood has an adequate number of parks and open space areas."

INTERCEPT SURVEY OF LOCAL CUSTOMERS – RESIDENTS, STUDENTS, AND WORKERS

- Four out of five local customers lived – or perceived themselves as living - in the Hollywood area. Seventy percent self-identified correctly, five percent did not self-identify as living in Hollywood but did in fact live in a qualifying zip code, and six percent identified as living in Hollywood but their zip code did not match the list of eight defined as the Hollywood area for the study.

- Almost four out of five local customers (79%) worked, went to school, or both in Hollywood. This can also be interpreted, that only about one in five local customers just lived in the area, and did not also work and/or go to school in the Hollywood community.

What Plan to Do in Downtown Hollywood

- Local customers were most likely to be in Downtown Hollywood for shopping (39%), visiting bars and nightclubs (32%), going out for dinner (32%), or working at the office (32%).

Visiting Businesses, Stores, and Restaurants Downtown

- Just over 60 percent of local customers visited the businesses in Downtown Hollywood several times a week and less than ten percent of local customers visited Downtown’s businesses less than once a month.
- Well over half of local customers (61%) came to Downtown Hollywood for activities during both the day and the evening, with less than 40 percent either primarily visiting in the day or evening.

One Word to Describe Downtown Hollywood

- When asked to describe Downtown Hollywood in one word, “Exciting/ vibrant” (8%), “Dirty” (8%), “Crazy/ wild/ party” (7%), “Awesome/ amazing” (7%), and “Busy” (7%) were the top responses.

Two Things to Make Downtown a Better Place to Visit

- Cleanliness (29%) and parking (20%) were the top two improvements cited by local customers followed by decreasing homelessness (17%) and increasing the police presence (11%).

Moved to Hollywood Area in Last Four Years

- Forty percent of local customers had moved to the Hollywood area in the last four years.
- Work was the most frequently cited reason for moving to Hollywood (21%), followed closely by school (19%).

Downtown Shopping and Dining Experience

- Overall, 65 percent of local customers rated their shopping experience in Downtown Hollywood as “Excellent” (20%) or “Good” (46%), 29 percent rated it as “Fair,” and six percent rated it negatively.
- Seventy-four percent of local customers rated their dining experience in Downtown Hollywood as “Excellent” (26%) or “Good” (48%), 22 percent rated it as “Fair,” and four percent rated it negatively.

- Fifty-three percent of local customers indicated that the dining experience in Downtown Hollywood was “Getting better” compared with 45 percent who felt the same for the shopping experience.

Preferences for Downtown Hollywood

- Seven out of ten local customers would like to see more “Parks and green spaces” in Downtown Hollywood. The majority of local customers would also like to see more “Live performance venues for concerts,” (60%), “Casual restaurants” (56%), and “Museums, theatres, and other cultural and entertainment venues” (53%).
- When asked to name the two or three stores, restaurants, or entertainment sites they would most like to have located in Downtown Hollywood, restaurants (39%) and specialty stores (27%) were the two most frequently cited categories among respondents.
 - The most frequently cited individual categories within the larger restaurant category were each of the following (3% each) Wendy's/ McDonalds/ Jack in the Box etc., pubs, bars, and clubs, diners and delis, Wing Stop/ Hot Wings, various burger joints, In-n-Out and Sonic Burger, and seafood restaurants.
 - Within the specialty store category, more specific responses included: Amoeba/ Virgin Records (4%), various coffee shops (4%), and various yogurt and ice cream shops (2%).

Agreement with Statements about Downtown

- Local customers were presented with 11 statements about Downtown Hollywood and were asked to indicate their agreement with each. Among those that provided an opinion, 96 percent agreed that “Downtown Hollywood is a safe place to visit during the day,” 91 percent that “Downtown Hollywood is a unique place to visit,” 90 percent that “Downtown Hollywood has a lot going on,” and 90 percent agreed that “It is hard to find parking in Downtown Hollywood.”

Satisfaction with Downtown Hollywood

- Over 70 percent of local customers were satisfied with “The type of nightlife and bars” in Downtown Hollywood (75%), “The type of stores” (74%), and “The type of restaurants” (71%).
- Sixty-eight percent of local customers reported satisfaction with “The type of live music and performance venues” and 63 percent with “The local arts and cultural opportunities.”
- Sixty-one percent of local customers were *dissatisfied* with the “Cost of parking” and 55 percent reported dissatisfaction with the “Availability of parking” in Downtown Hollywood.

INTERCEPT SURVEY OF VISITORS

- Sixty-two percent of visitors were from Southern California, 31 percent were from the United States from outside Southern California, and seven percent were visiting from another country.
- Most visitors were staying in Hollywood for one day (61%), 25 percent were visiting for two days or longer, and 14 percent declined to state.

Reasons Visiting Hollywood

- The majority of visitors (54%) were in Hollywood for leisure or vacation and 27 percent were in Hollywood to visit family or friends.

Things Plan to Do or See in Hollywood

- The majority of visitors planned to dine (55%) and shop (51%) while in Hollywood, 36 percent planned on taking in the nightlife, 27 percent planned to visit local landmarks or sightseeing tours, and 26 percent planned on visiting a museum.
- Well over half of visitors (58%) came to Hollywood for activities during both the day and the evening.

One Word to Describe Hollywood

- Visitors were asked to describe Hollywood in one word. Responses cited by more than five percent of visitors were “Awesome/ amazing” (9%), “Fun” (7%), “Exciting/ vibrant” (7%), and “Crazy/ wild/ party” (6%).

Visitor Experience

- Eighty-four percent of the visitors who provided an opinion rated the quality of their visitor experience as “Excellent” (29%) or “Good” (55%). Fifteen percent rated it as “Fair” and only two percent provided a negative rating.
- Among those who provided an opinion, nearly two out of three (66%) respondents felt their visit to Hollywood met expectations, 23 percent felt it exceeded expectations, and 11 percent felt their visit was less than expected.
- Visitors were asked to identify the number one thing that could be changed to make Hollywood a better place to visit. Parking (18%) and cleanliness (14%) were the top two improvements cited by visitors.

Agreement with Statements about Hollywood

- Among those who provided an opinion, 95 percent agreed that “Hollywood is a unique place to visit,” 90 percent that “Hollywood is a safe place to visit during the day,” 89 percent that “It is hard to find parking in Hollywood,” and 88 percent that “Hollywood has a lot going on.”

Satisfaction with Hollywood

- Seventy-eight percent of visitors were satisfied with “The type of stores” and “The type of restaurants,” 74 percent with the “The type of live music and performance venues,” 73 percent with the “The type of nightlife and bars,” and 68 percent with “The local arts and cultural opportunities” in Hollywood.
- Sixty percent of visitors were *dissatisfied* with the “Cost of parking” and 55 percent reported dissatisfaction with the “Availability of parking” in Hollywood.

WEB SURVEY OF STUDENTS

- Seventy-seven percent of students lived - or perceived themselves as living - in the Hollywood area. Sixty-four percent self-identified correctly, nine percent did not self-identify as living in Hollywood but did in fact live in a qualifying zip code, and four percent identified as living in Hollywood but their zip code did not match the list of eight defined as the Hollywood area for the study.
- In addition to going to school in Hollywood, 16 percent of students also worked in Hollywood.

Why Chose to Go to School in Hollywood

- Eighty-two percent of students chose to go to school in Hollywood because of the reputation of the school and 58 percent because Hollywood is the center of the entertainment industry.

Visiting Businesses, Stores, & Restaurants Downtown

- Sixty-six percent of students visited the businesses in Downtown Hollywood several times a week and less than six percent of students visited Downtown’s businesses less than once a month.
- Among students who had visited the businesses, stores, and restaurants in Downtown Hollywood, 68 percent primarily visited during both the day and the evening, 24 percent during the day only, and seven percent primarily during the evening.

One Word to Describe Downtown Hollywood

- Students were asked to describe Downtown Hollywood in one word. “Dirty” (14%) and “Crazy/wild/ party” (11%) were the two most frequently cited descriptors.

Two Things to Make Downtown a Better Place to Visit

- Students were asked to identify the two things that could be changed to make Downtown Hollywood a better place to visit. Decreasing homelessness (24%), Cleanliness (24%), and improving affordability (14%) were the three most frequently cited suggested improvements.

Dining in Downtown Hollywood

- Eighty percent of students reported satisfaction with the dining options available in Downtown Hollywood (“Very satisfied” 25%, “Somewhat satisfied” 55%), 17 percent reported dissatisfaction (“Somewhat dissatisfied” 11%, “Very dissatisfied” 6%), and three percent did not know or declined to state.
- Sixty-four percent of students rated the quality of their dining experience in Downtown Hollywood as “Excellent” (10%) or “Good” (54%), 23 percent rated it as “Fair,” nine percent rated it negatively, and four percent did not know or declined to state.
- Students spent an average of \$57.53 per week eating out in Downtown Hollywood, with the median amount at \$50.00.
- Students were asked their level of interest in paying in advance to “load” a debit-style dining card that would allow them to take advantage of student discounts when paying for meals at various dining, coffee, and/or grocery establishments in Downtown Hollywood. Forty-five percent of students were “Very interested” in this idea, 30 percent were “Somewhat interested,” 21 percent “Not too interested,” and five percent did not know or declined to state.

Preferences for Downtown Hollywood

- Students were asked, in an open-ended format, to name the two or three stores, restaurants, or entertainment sites they would most like to have located in Downtown Hollywood. Restaurants (non-ethnic food 61% and ethnic food 18%) were by far the most desired.
 - The most frequently cited individual categories within the larger restaurant categories were various ethnic food restaurants (16%), Chili’s/ Cheesecake Factory (11%), Mexican food (9%), Olive Garden (7%), various burger joints (6%), various pizza shops (6%), diners and delis (6%), and Wendy’s/ McDonalds/ Jack in the Box etc. (6%).

Agreement with Statements about Downtown

- Among those who provided an opinion, 96 percent agreed that “Downtown Hollywood has a lot going on,” 91 percent “It is hard to find parking in Downtown Hollywood,” 90 percent that “Downtown Hollywood is a safe place to visit during the day,” 89 percent that “Downtown Hollywood is a unique place to visit,” and 83 percent agreed that “Downtown Hollywood is dirty.”

Satisfaction with Downtown Hollywood

- The majority of students were satisfied with “The type of live music and performance venues” (72%), “The type of restaurants” (70%), “The local arts and cultural opportunities” (63%), “The type of stores” (60%) and “The type of nightlife and bars” (58%) in Downtown Hollywood.
- Eighty percent of students were *dissatisfied* with the “Cost of parking” and 71 percent reported dissatisfaction with the “Availability of parking” in Downtown Hollywood.

Recommend Hollywood as Place to Live and Study

- Sixty-three percent of students would recommend Hollywood to their friends as a place to live and study, 30 percent would not, and seven percent were not sure or declined to state.
- Among those who would recommend Hollywood as a place to live and study, 30 percent would do so because of all the activities, 19 percent because it is the center of the entertainment industry, and 18 percent because their friends could pursue a career in the entertainment industry.
- Among those who would not recommend Hollywood as a place to live and study, 37 percent felt it was dirty, 33 percent felt it was dangerous and unsafe, and 31 percent would not recommend because they felt it was too expensive.

Rent and Interest in Centralized Dorm in Hollywood

- On average, students personally spent \$870.04 per month on rent when in school in Hollywood, with the median amount at \$800.00 per month.
- Students were asked their level of interest in a centralized dorm in Hollywood where students from any of Hollywood's post-secondary schools could live. Forty percent indicated they were "Very interested" in living in a centralized dorm, 28 percent were "Somewhat interested," 19 percent were "Not at all interested," 12 percent were not sure or needed more information, and two percent declined to answer the question.

EXECUTIVE INTERVIEWS WITH INVESTORS

Qualitative interviews with ten developers, property owners, and employers in and or near Hollywood provided several key themes to making Downtown Hollywood more attractive for investors. These themes included;

1. **Reduce bureaucratic delays** – Several investors indicated that getting things done through the City of Los Angeles is particularly cumbersome and slow. One investor indicated that a building plan sat on a planner's desk for six months for something that typically can be completed in a week. Investors were particularly frustrated by the delays given the current economic environment and the need to be able to move quickly.
2. **Improve parking** – Investors also generally agreed that parking was a real problem in Downtown Hollywood and they also generally agreed that locations like Santa Monica's 3rd street promenade and the large public parking structures were something that Downtown Hollywood should consider to increase foot traffic.
3. **Focus on protecting quality of life** – Investors indicated that quality of life issues that draw residents and visitors to the area, including a safe environment, good transportation infrastructure, and excellent shopping and dining businesses all help influence investors to move to this unique location. More than one investor indicated they were concerned that the current economic environment might undo all of the work the Hollywood community has done to improve safety and the overall quality of life in the Downtown Hollywood.

4. **Develop planning priorities that result in greater connectivity in Downtown Hollywood** – Investors talked about the need to improve planning in Downtown Hollywood to create a more consistent look and feel to the area. According to several investors, Downtown Hollywood should identify certain streets, like Hollywood Boulevard, develop it completely and then consider another street to develop.
5. **Focus on Hollywood’s branding strengths** – In the current economic downturn, investors are looking for properties in areas that are unique and can be identified easily by consumers. Investors largely agreed that Hollywood needs to be more active in developing its brand around the energy and artistic creativity that defines the Hollywood community.

CONCLUSIONS

BW Research and True North Research offer the following conclusions from the Hollywood Demographic Research Project.

Parking

Throughout the course of this study, there was one common issue that local customers, visitors, residents, and investors agreed upon: *parking in downtown needs to improve if Hollywood is to continue to develop economically*. Local customers, visitors, and residents all identified parking as one of the top two issues to improve Hollywood. The following survey results are from open-ended questions where the respondent was not given any potential responses to pick from and as such, represents the issue that is top of mind.

- **Visitors:** One thing to make Hollywood a better place to visit: “Increase parking” (ranked #1, 18%).
- **Local Customers:** Two things to make Downtown Hollywood a better place to visit: “Increase parking” (ranked #2, 20%).
- **Residents:** Reason for visiting downtown less than once a week: “Difficulty parking” (ranked #1, 19%).

These results show that parking is not just an issue that has high dissatisfaction when asked directly, but is consistently a top of mind issue with downtown customers as well as those who are not visiting downtown as often as they could because of it.

Students were the one group where parking did not rise to a top three issue in an open-ended question. Students identified “Increase parking” (11%) as the fifth most cited response to what could be done to make Downtown Hollywood a better place to visit. However, students were the least likely to drive a vehicle and still over 70 percent of students were dissatisfied with the availability and cost of parking in downtown.

Lastly, parking was one of the consistent issues brought up by investors as a way of improving Downtown Hollywood. One investor kept returning to the importance of improved parking in Hollywood as the key ingredient in any plans to improve the

community. These findings strongly support the concept that improvements in parking will have a positive impact on all of the different customers and potential customer groups that come to Downtown Hollywood.

The difficulty parking in Hollywood revolves both around the perceived availability of parking as well as the total cost. Ultimately, many investors believe that the uncertainty customers face finding safe, reasonably-priced, and convenient parking is the challenge that Hollywood must focus on. Several recommendations have been made to improve parking in Hollywood. They include:

1. **Centralized valet program:** Cities like Old Pasadena and Beverly Hills have successfully established centralized valet systems.
2. **Large public, multi-level parking structure(s):** The Third Street Promenade in Santa Monica offers an excellent example of a large public, multi-level parking structure that serves a comparable community to Hollywood.
3. **Improved signage** of the parking that is already available in Hollywood.

While each of these recommendations offers different challenges, the results of the research make it clear that a more comprehensive approach to solving Hollywood's parking challenges is needed. Whether a first time visitor to Hollywood or a long time local customer, improved parking would get both of these customer groups into Downtown Hollywood more often.

A Cleaner Downtown Hollywood

Downtown Hollywood's perceived cleanliness was another issue that was top of mind for some of Hollywood's key customer groups, including local customers and students. While the perception of Downtown Hollywood being dirty was not as consistently identified among all current and potential customer groups like it was with the difficulties associated with parking, there is some evidence to indicate that it was a more important issue for certain customer groups. Like parking, the following survey results are from open-ended questions where the respondent was not given any potential responses to pick from and represents the issue that is top of mind.

- **Students (online):** Two things to make Hollywood a better place to visit: "Clean up the place" (ranked tied for #1, 24%).
- **Local Customers:** Two things to make Downtown Hollywood a better place to visit: "Clean up the place" (ranked #1, 29%).

It is worth noting that those groups that have more experience in Downtown Hollywood are more likely to identify Hollywood as a place that needs to be cleaned up. Visitors and those residents that have spent less time in Downtown Hollywood were less likely to cite "Clean up the place" as a top of mind response (although visitors still ranked "Clean up the place" as the second most often cited response, it was only cited by 14% of respondents, compared to 29% of local customers).

The factors driving the perception that Downtown Hollywood is dirty are probably not universal between different customer groups. For students, who are more likely to walk

or bicycle around Downtown Hollywood as their primary form of transportation, safety and the issue of homelessness appear to be connected to the perception of Hollywood being dirty. Students who identified cleaning up the place or dealing with the homeless issue as a top of mind response to how to improve Downtown Hollywood were also more likely to disagree with the statement that “Downtown Hollywood is a safe place to visit after dark” than those students that did not identify one of those two issues. This is not meant to diminish the importance of aesthetic improvements to Hollywood, but it does point to the need to develop comprehensive plans that also consider some of the underlying factors that are driving this perception of Hollywood being dirty.

Economic Development in Downtown Hollywood

The research findings from this study identify several opportunities for developing Downtown Hollywood, whether it is through a focused branding campaign, developing infrastructure and/or facilities to serve different customer groups, or refining the retail profile in the community. Some of these opportunities include:

1. Developing a branding effort that builds upon Downtown Hollywood’s unique and glamorous history but also communicates the energy and edge that are an important part of its current perception among younger current and potential customers.
2. Supporting facilities and services that assist students in Downtown Hollywood. Of all the different current and potential customer groups that were examined in this study, students were the most likely to feel unsafe in the community. The proposal to build a centralized dorm in Hollywood received interest from more than two-thirds of Hollywood’s current students and provides an opportunity to improve the perception of safety for Hollywood’s student population.
3. Developing a technology hub or incubator that connects the entertainment industry and the artistic community with the latest in audio-visual advances. This could be developed as an actual incubator that supports emerging businesses or a retail/commercial area dedicated to audio visual technologies such as gaming, graphic design, and other emerging creative industries.

Lastly, the Downtown Hollywood community should continue to come together and improve the look, feel, and sense of community that began ten years ago. Over 85 percent of local customers agreed that “Downtown Hollywood is a better place to visit now than it was five years ago.” While the research shows that there remain areas to continue to improve upon, it also illustrates many customer groups are satisfied with much of what Downtown Hollywood has to offer.

For additional detail on the findings and a complete assessment of the project results, please proceed to the body of the report beginning on the next page. Given the comprehensive nature of the project, this report has been organized into separate sections to detail the findings from each effort. In addition to referring to the Table of Contents, the reader will find the major section grouping that a given page falls under at the top of each page in the second line of the header (gray section at top of each page).