The whole world's a stage

THE TRUE ENTERTAINMENT CAPITAL OF THE WORLD, HOLLYWOOD IS A COLLECTION OF MEANINGFUL, ENDURING, AND ICONIC PLACES.

A MODEL OF URBAN REVITALIZATION BRINGING TOGETHER EDUCATIONAL, RETAIL, HOSPITALITY, AND RESIDENTIAL PROPERTIES TO FORM AN ECLECTIC NEIGHBORHOOD.

HISTORIC PROPERTIES, THE HOLLYWOOD WALK OF FAME, AND VISIONARY NEW BUILDINGS CREATE AN IMMERSIVE STREET SCENE EXPERIENCE WITH CONTEMPORARY RETAIL, RESTAURANT, AND ENTERTAINMENT OFFERINGS.

an authentic URBAN EXPERIENCE

only in HOLLYWOOD™

a cultural magnet CELEBRATING HOLLYWOOD’S PAST, PRESENT AND FUTURE

[“The whole world’s a stage”]
HOLLYWOOD ENTERTAINMENT DISTRICT | SUNSET & VINE DISTRICT

thriving
CREATIVE COMMUNITY

CAPITOL RECORDS
NEUEHAUS
WE WORK
LIVE NATION
TRAILER PARK
CAVIAR LA

16 higher education INSTITUTIONS

An interconnected community of students and open campus vibe

$4.8 BILLION invested and announced since 2000
by developers of major retail, commercial, hospitality, and business projects.

$2.2 BILLION completed projects

$1 billion projects under construction

$1.6 billion projects in the pipeline

$1.6 BILLION projects in the pipeline

METRO
TWO SUBWAY STOPS
Regional transportation hub

Hollywood/Highland
1.3M riders annually

Hollywood/Vine
1M riders annually

6.1m unique visitors annually

includes hotel guests, overnight and day visitors

source: HPCA office

source: LA Tourism and Convention Board

source: metro.net

source: HPCA office
Occancy for Hollywood hotels exceeded the Countywide average by nearly 5 percentage points, thanks to an uptick in corporate and group travel and strong convention and meeting business. At least 9 hotels are in the planning stage or under construction, representing a mix of new construction and conversions/renovations of historic buildings.

### 2010-2017

**Noteworthy Additions & Revitalizations**

- **W Hotel**: A chic and stylish destination with signature W Hotel trend-setting amenities and ambience.
- **Loews**: Modern comfort in an iconic setting at the intersection of Hollywood & Highland.
- **Kimpton Everly Hotel**: A café, bar and a rooftop pool make the hotel a center of social activity.
- **Roosevelt Hotel**: The birthplace of the first Academy Awards in 1929, the Roosevelt embodies Old Hollywood elegance.
- **Dream Hotel**: The west coast flagship for the boutique brand features modern design and opulent dining options.
- **Mama Shelter**: The French boutique chain’s first stateside hotel was designed by Thierry Gaugain.

### Total Number of Rooms

<table>
<thead>
<tr>
<th>Year</th>
<th>Rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>2,960</td>
</tr>
<tr>
<td>2007</td>
<td>4,407</td>
</tr>
<tr>
<td>2020</td>
<td>6,750</td>
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</tbody>
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An increase of 49% from 2000 to today.

### Coming Soon

- Tommie Hotel
- Dream Hotel – Phase 2
- PNK Cahuenga Boutique Hotel
- Millennium Hollywood Hotel

### Average Occupancies

<table>
<thead>
<tr>
<th>Year</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>74%</td>
</tr>
<tr>
<td>2010</td>
<td>75%</td>
</tr>
<tr>
<td>2016</td>
<td>81.6%</td>
</tr>
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Exceeds Countywide average by nearly 5%.
Creative businesses – from established companies to startups incubating in collaborative workspaces – are flourishing at the nexus of the media, technology, and music industries.

Businesses are taking space in a number of massive new mixed-use projects, as well as transforming existing stock into creative office space.

As a regional transportation hub with two subway stops, Hollywood’s infrastructure delivers sought-after city life.

Currently, there are 2 million square feet of office space. By 2020, that number will double, with 1.2 million square feet under construction.

**Noteworthy Businesses**

**Capitol Records**
Since 1956, the landmark building has hosted West Coast operations for the top record label.

**CAVIAR LA**
The production company transformed the vault of their renovated former Wells Fargo bank building into a screening room.

**Fender**
According to LA Weekly, the legendary guitar maker moved its headquarters to Hollywood “to be at the music industry’s epicenter and near top digital talent.”

**J2 Global**
The NASDAQ-listed cloud services and digital media network landed on *Forbes*’ list of America’s Best Small Companies.

**Netflix**
The streaming service is a major presence in Hollywood with offices on Sunset Boulevard.

**NeueHouse**
The historic CBS broadcasting facility is now avant-garde communal office space.

**Sunset Gower Studios**
Hollywood’s largest independent television and movie studio has 12 soundstages on a 14-acre facility.

**Trailer Park**
Headquartered in Hollywood, the media and entertainment marketing powerhouse has 440 employees.

**Viacom**
Hollywood is the west coast headquarters for brands including MTV, Comedy Central, BET, VH1, Spike, TV Land, CMT and Logo.

**Total Daytime Employees**: 9,593

**Largest Employers:**
Retail Trade
Information
Professional Services
Educational Service
Arts & Entertainment

**ONLYINHOLLYWOOD.ORG**
CONTINUED DEMAND FOR RESIDENTIAL PROPERTIES IS DRIVEN BY LOCAL JOBS, EDUCATIONAL INSTITUTIONS, AND ACCESSIBLE PUBLIC TRANSIT.

LARGE MIXED-USE PROJECTS ARE SERVING RESIDENTS WHO TAKE ADVANTAGE OF HOLLYWOOD’S WALK-FRIENDLY NEIGHBORHOODS.

200% POPULATION INCREASE PRIOR 2000 TO 2015

100% INCREASE IN UNITS 2015 TO 2022

TRADER JOE’S GROCERIES

WALGREENS
West Coast flagship

25 DEGREES RESTAURANT

KITCHEN 24
Open 24 hours Wed.-Mon.

EQUINOX
Luxury gym

24 HOUR FITNESS
Open 24 hours weekdays

ESTIMATED RESIDENT POPULATION

Prior to 2000: 2,550
2010: 5,550
2015: 7,650
2022: 15,325

MEDIAN AGE: 40.2

54% Male
46% Female

Mean household income: $77,752

Source: Scarborough 2014
EDUCATIONAL INSTITUTIONS

Performing Arts
Music
Dance
Visual & Media Arts
Musical Theater
Writing, Literature & Publishing
Communications

NOTEWORTHY ADDITIONS AND EXPANSIONS

**EMERSON COLLEGE**
A stunning new campus opened in Hollywood in 2014 designed by Pritzker award-winning architect Thom Mayne.

**AMDA**
A bi-coastal performing arts institution converting a former hotel into a new residential hall for students.

**DUBSPOT**
The acclaimed electronic music and DJ school opened their Hollywood campus in 2014.

**MUSICIANS INSTITUTE**
Planned expansion in the coming years following more than $47 million in new property acquisitions.

**LA FILM SCHOOL**
World-class campus featuring soundstages, media labs, a THX-certified theater, green screen, and more.

TOTAL ENROLLMENT
over 7,500 STUDENTS

HOLLYWOOD IS THE CENTER FOR POST-SECONDARY EDUCATION IN THE ARTS.
SCHOOLS FORM AN URBAN CAMPUS EXPERIENCE COINED "HOLLYWOOD ED."
THE CONFLUENCE OF CREATIVE BUSINESSES AND SCHOOLS MEAN SCHOOLS FUNCTION AS A “FEEDER SYSTEM” FOR ENTERTAINMENT INDUSTRY JOBS.

post-secondary schools

STUDY AREAS OF FOCUS

16

TOTAL ENROLLMENT
over 7,500 STUDENTS
TRADE AREA DEMOGRAPHICS

- A community of students, entrepreneurs, residents, and tourists living the authentic Hollywood experience.
- An eclectic mix of restaurants and retail with distinctive Hollywood style and history.
- Continued financial investment in excess of $3 billion promises increased housing, office and commercial space.

THE NEW SCHOOL HAS ARRIVED
Young Gen Y Adults are flocking to Hollywood and the surrounding trade area. Gen Z has arrived!

- 18-34 Year Olds
  - 44% of trade area
  - *14% more than L.A. average

3-mile radius
- Includes 9 ZIP Codes
  - 90004 90028* 90048
  - 90005 90038* 90068
  - 90020 90046 90069

66% single in the city

- A Multi-generational Hub
- 37% Millennials Ages 21-34
- 11% Adult Boomers Ages 50-68
- 33% Gen X Adults Ages 35-49

DIVERSITY
- 45.6% White/Non-Hispanic
- 34.3% Hispanic
- 12.2% Asian/Other
- 1.5% African American

THE NEW SCHOOL HAS ARRIVED

- Total population of trade area
  - 325,000
  - Underserved in the retail sector

- Spending Power
  - 33,500 households within 3-mile radius
  - Over $150K Annual Household Income

- Household income between $50-150K per year
  - 40% report

TOTAL POPULATION OF TRADE AREA

ZIP CODES

THE NEW SCHOOL HAS ARRIVED

- Trade area includes affluent neighborhoods including:
  - Hollywood Hills
  - Hancock Park
  - Windsor Square
  - Whitley Heights
  - Larchmont Village
  - Outpost Estates
  - West Hollywood

Source: Scarborough 2014

OnlyInHollywood.org