

July 1, 2024 - June 30, 2025

75 YEARS
OF
DESIGN
WEST HOLLYWOOD DESIGN DISTRICT

ANNUAL REPORT



A cultural destination for high caliber design,
art, fashion, dining, beauty, and more.

TRENDS START HERE

Prepared By
WHCC BID Management Team &
Executive Director of the
West Hollywood Design District
April 2025



PROGRAM OF WORK

PROGRESS REPORT July 1, 2024 - June 30, 2025

Fiscal Year 2024-2025 saw a great number of changes for the West Hollywood Design District in terms of engagement with constituents, advocacy for its members, and making significant advancement toward showcasing the Design District as an internationally recognized design mecca.

Looking back on their accomplishments, there is much for the WHDD Board of Directors to feel good about and be proud of.



Program of Work

July 1, 2024 to
June 30, 2025

Work

The numbers below correspond with one of the goals the Board chose to work on this year. The following pages include a to-date *progress check* on these goals. To indicate which goal(s) was(were) served by each reported action, the relevant numbers have been included with its description.



The 2024-2025 Program of Work was set at the WHDD planning retreat, led by Abbe Land, on April 17, 2024 at the La Peer Hotel.

Central to the retreat was moving away from diffuse engagement, small events, and even smaller activations, thus the Directors elected to halt producing bi-monthly mixers after April (*the one exception being the holiday party*)

Instead, the Board determined that prioritizing efforts around three annual signature events that reached all their constituents-- something they could really build equity on over time-- would be more impactful and provide a better ROI for the entire District.

WHDD's Signature Events

1

75th Anniversary Event slotted for the fall and envisioned as a reception-style gala with exhibits. (Now a winter/spring event called Design West Hollywood)

2

Holidays in the District Soiree a festive winter holiday-themed party for District businesses, which also culminates the Holiday Window Display Contest and is where the Board awards the winners.

3

ArtWalk event, envisioned to occur as a two day event: ArtWalk on Friday and DIEM on Saturday. The dates were dependent on *Frieze*, and so are TBD.

Additional Goals for FY 2024-2025

4

Expand the affiliate program

5

Emphasize visibility and purpose to WHDD member businesses

6

Implement metrics to measure the success of signature events

7

A proactive calendar and agenda

8

Continue building a photography and videography content library

9

Refine their outreach strategy for events

10

Further developments of the WHDD website

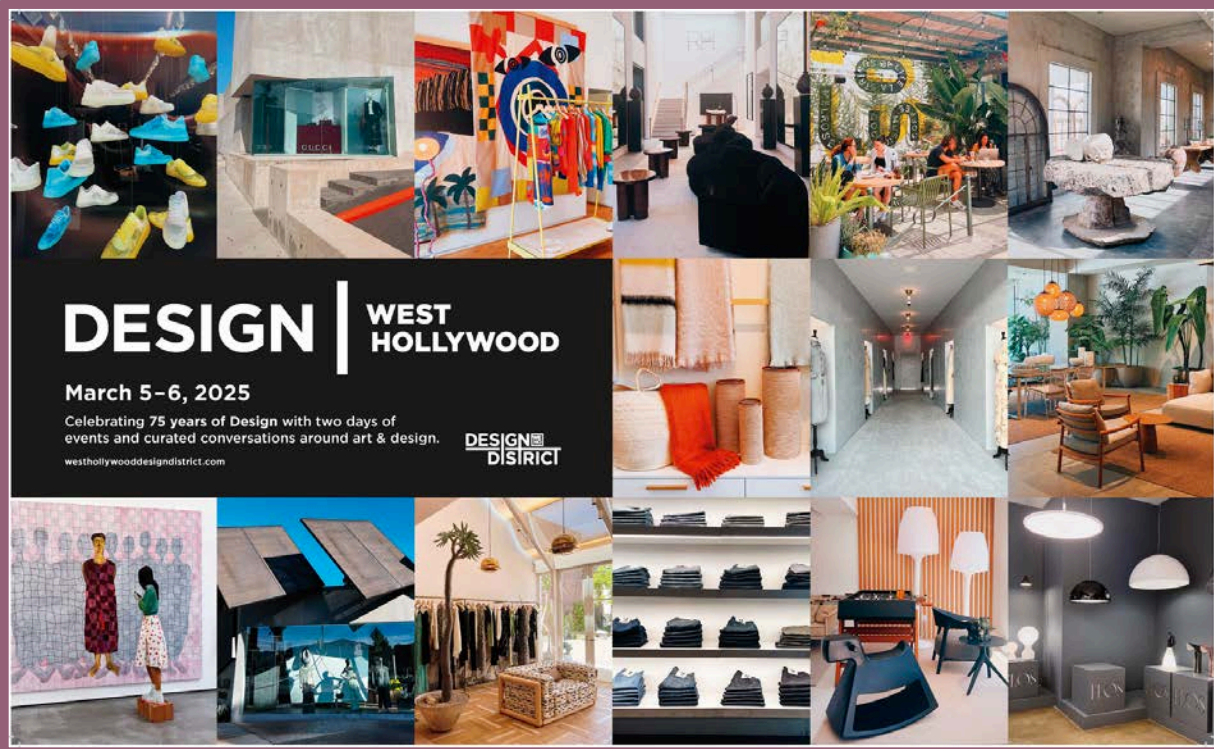
1 POW SIGNATURE EVENTS Accomplishments



75th Anniversary Event / Design WeHo

Originally envisioned as a single day event with 100 attendees, this program was reimagined as **Design West Hollywood** and expanded into three days of integrated programming and a glamorous opening night reception. Originally slated for fall '24, the event was moved to spring 2025 to allow for an expanded attendance, planning, and execution.

Print Collateral Pre-Event



WeHo Design District

Receiving over 5,000 RSVPs, Design West Hollywood was undeterred by heavy spring rains, entertaining over 1,000 guests across 11 Design District locations, including luxury showrooms, hotels and galleries.

RECEIVED

- Access to email addresses from attendees
- Access to all professional photography
- Logo on all tour marketing materials
- ▶ Web promotional page
- Editorial coverage and promotion of event online
- Series of dedicated email blast promoting Design West Hollywood
- Inclusion of events on aspire design and home's Instagram
- 2 Two-Page Spreads in aspire design and home magazine National issue



1 POW SIGNATURE EVENTS Accomplishments



Design West Hollywood 2025

Supported through direct sponsorship by the West Hollywood Design District and 15 District businesses, Design West Hollywood included a strategic partnership with Aspire Design & Home, a print and digital publication specializing in luxury design, travel and aspirational lifestyle.

DO YOU WEHO? DESIGN | WEST HOLLYWOOD MARCH 4-6 DESIGN DISTRICT **aspire.** LEARN MORE

Marketing for Design West Hollywood included a dedicated, branded micro-site, digital advertising, social media marketing, printed fliers, print ads in Aspire Design & Home, as well as outdoor advertising throughout the Design District.



SPONSORSHIP TOTALS

Profit and Loss - Design West Hollywood

	Hollywood
INCOME	
Sponsorship Packages	\$ 171,750.00
Total Income	\$ 171,750.00
EXPENSES	
Credit Card Processing Fees	\$ 2,537.85
Design Services	\$ 3,650.00
Event Fees	\$ 14,859.69
Postage, Shipping & Delivery	\$ 1,468.07
Public Relations	\$ 6,000.00
Sales Retainers & Commissions	\$ 41,608.50
Travel & Entertainment	\$ 13,573.21
Total Expenses	\$ 83,697.32
NET INCOME	\$ 88,052.68
NET DUE Design West Hollywood	\$ 4,355.36

Print Collateral Post-Event



1 POW SIGNATURE EVENTS Accomplishments

Design West Hollywood 2025

Donations

LA CAN DO's Soft Landing Project

Monetary Contributions

Thanks to our incredible supporters, Design West Hollywood has successfully raised **\$4,433** to aid fire relief efforts.

Furniture & Goods Donations

With the generosity of our valued partners, we've been able to provide essential furnishings and materials, including:

- Rose Tarlow House – Furniture and fabrics
- Joan Behnke & Associates – Custom-fabricated pillows, A stunning 90" sofa, valued at \$6,500
- Jiun Ho Furniture/Cliff Capland – A selection of showroom furniture
- Paul Andrew – Clothing donations worth \$200

Every contribution, large or small, helps us bring comfort and support to those in need. Thank you to our incredible donors for making a meaningful impact!



LA CAN DO's Soft Landing is a relief effort organized by a collective of design industry leaders with a mission to provide essential furnishings and home goods for displaced families so they may recover with comfort, warmth and dignity.



Holidays in the District

Two different graphics adorned pole banners throughout the three District corridors of Melrose Ave, Beverly Blvd and Robertson Blvd.

The intent was to create a joyful and welcoming environment for visiting guests during the holiday retail and visitation season.



The Design District executed a multi-faceted program for the 2024 Holiday season.

Activations included a hosted holiday party, digital advertising, takeover of the Design District light-pole banners and social media marketing encouraging a drive to retail.

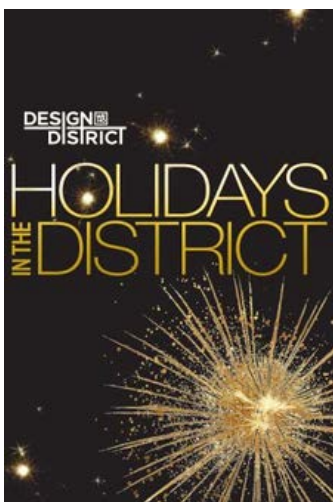
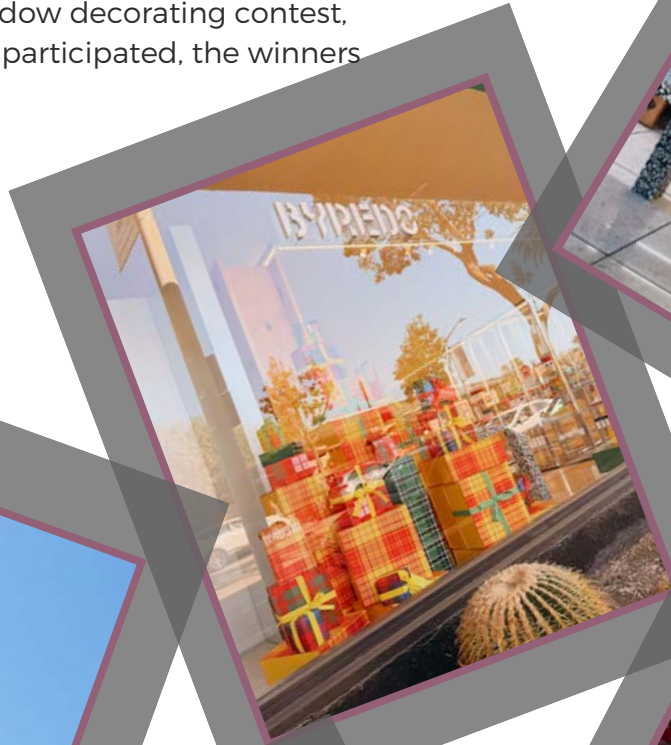
SIGNATURE EVENTS **POW**
Accomplishments

Holidays in the District

Annual Holiday Window Decoration Competition

Reprising the annual window decorating contest, more than 25 businesses participated, the winners being:

1. Byredo
2. Maxfield
3. Minotti
4. Eggersman



SIGNATURE EVENTS **POW**
Accomplishments

Holidays in the District

Annual Holiday Window Decoration Competition

Honorable mentions

1. Madhappy
2. Ken Fulk

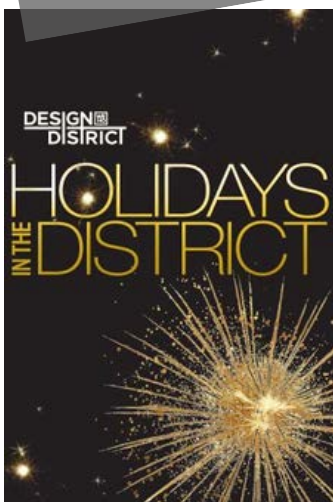


WHDD Annual Holiday Party

This year's District holiday soiree was hosted at La Peer hotel. Food and drink were generously provided by Ladyhawk.

Winners of the Holiday Window Decorating contest were announced at the party, to great fanfare.

SIGNATURE EVENTS **POW**
Accomplishments



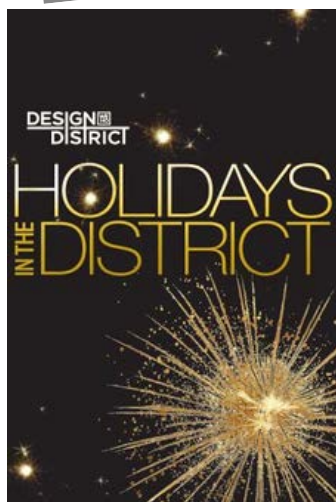
Holidays in the District

Holiday Carolers

In a West Hollywood Design District first, a professional carolers group, The Other Reindeer Carolers, were hired to walk the District for a few hours before heading to the party - spreading great cheer to all who were out, as they meandered through the streets.



Guests enjoyed a West Hollywood tailored song list (secular) mingling light holiday carols with a mix of contemporary pop tunes.



In addition to capturing the attention of visitors on the streets of the District, diners at SUR, Gracias Madre, and Great White were treated to an unexpected serving of holiday cheer.

SIGNATURE EVENTS **POW**
Accomplishments

POW SIGNATURE EVENTS

Accomplishments

ArtWalk

The West Hollywood Design District continues to drive consumer interest and capture social media traction, creating awareness for the area through an immersive and communal Arts & Culture experience, the WHDD ArtWalk.

The fall ArtWalk (Sep 14, 2024) promoted over 30 District galleries, restaurants, and showrooms, including support from Hauser & Wirth, Phillips Gallery, and The Journal Gallery in the neighboring Rainbow District.

Marketing for ArtWalk included digital ads, social media, digital maps, and a paid promotion with LA Magazine, which featured branded eblasts and ROS ads on the LA Magazine website, generating an estimated 65K consumer impressions.

ART WALK SATURDAY SEP. 14 3-8PM

DESIGN DISTRICT

GALLERIES

- Art Angels
- Hamilton Selway
- Hauser & Wirth
- Gemini G.E.L.
- Leica Gallery
- Loisir
- Louis Stern Fine Arts
- M+B
- Megan Mulrooney
- ONE Gallery
- SAV Gallery
- The Journal Gallery
- Tierra del Sol

SHOP

- Acne Studios
- BAPE
- Ganni
- H. Lorenzo
- John Elliott
- Kwame Adusei
- Madhappy
- Palace
- Represent
- Toteme

DINE

- Amour
- Butcher's Daughter
- Catch LA
- Cecconi's
- Cha Cha Matcha
- Craig's
- Drake's
- Gracias Madre
- Granville
- Great White
- Oakberry
- Olivetta
- Raspoutine
- Soulmate
- SUR
- Zinc

DESIGN

- Atacama Home
- Boffi
- Kohler Experience Center
- Luminaire

Los Angeles MAGAZINE

News & City Arts & Entertainment Best of L.A. Food & Drink Life & Style Events Sports Awards Travel Issue Archive

L.A. LOSE NEWS POLITICS CANNABIS

Sweltering Heat Continues with Rolling Blackouts Canceling Show at Hollywood Bowl

Record heat leads to thousands of power outages across Los Angeles while the sweltering temps fuel two major SoCal wildfires

MICHELE MCPHEE • SEP 9, 2024

ART WALK SATURDAY, SEPTEMBER 14 • 3-8PM

The Latest

- Metro Awarded \$583 Million for New Van Nuys Boulevard Streetcar
- From Hollywood to Hebrew Helpers
- Surfing Into Inclusion: Black Surfers Unite at Huntington Beach
- Linkin Park's Return Marred in Controversy
- Popular Venice Beach Denton Dies of Heart Attack Months After Unprovoked Stabbing

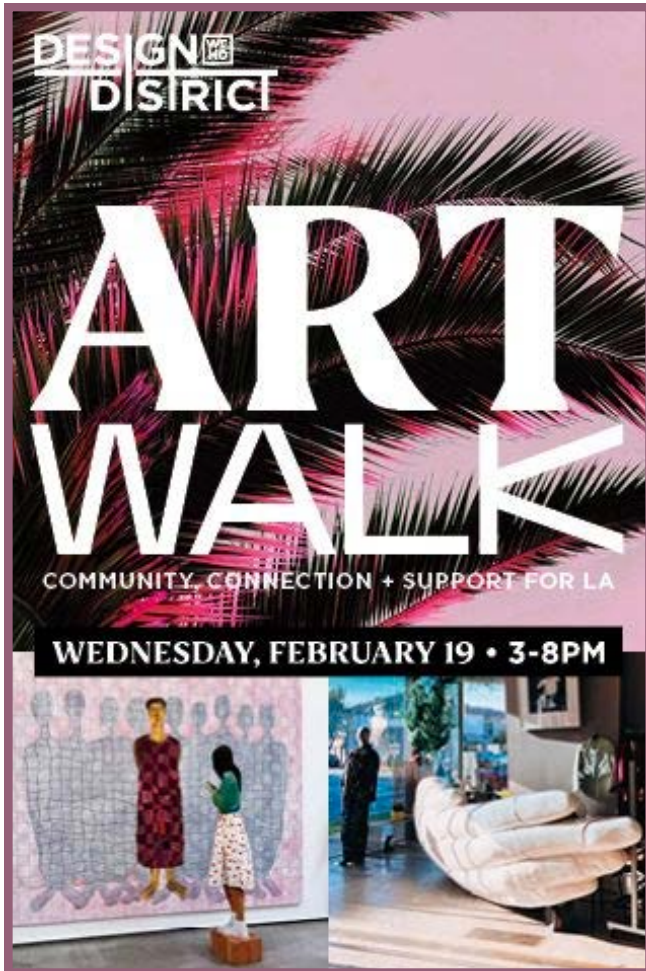
ART WALK SATURDAY, SEPTEMBER 14 • 3-8PM

DESIGN DISTRICT

ART WALK

SATURDAY, SEPTEMBER 14 • 3-8PM

POW SIGNATURE EVENTS Accomplishments



ArtWalk

The Spring ArtWalk (Feb 19, 2025) was an evolution in programming, including new locations, categories, and marketing tactics.

Timed to capitalize on global visitors to the Frieze and Felix art fairs, the event was nearly canceled due to the LA Wildfires. It was decided to proceed with the program to help lift the local economy and raise community spirits.

QR Codes were included on printed maps to help raise funds and other donations for LACanDo.org and the Getty Community Arts Fire Relief Fund.

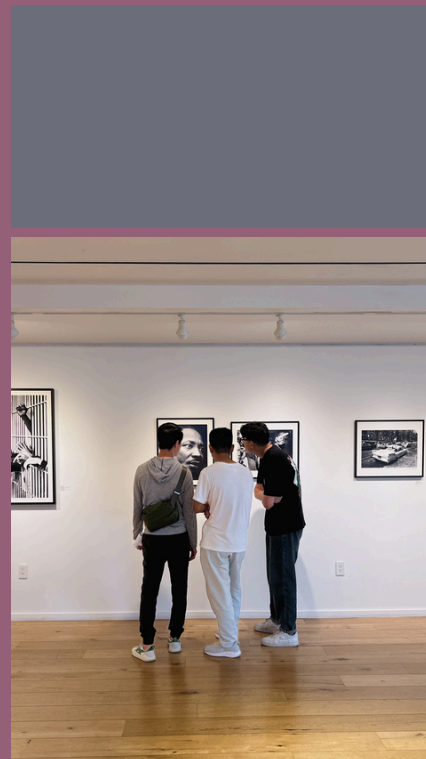
Spring ArtWalk welcomed multiple first-time participants, Toteme, La Peer Hotel, and Ken Fulk.

WHDD coordinated a special visit to the La Peer exhibit for the Beverly Hills Art Club.

ArtWalk exhibitions and experiences took place in 16 District galleries, retail boutiques and design showrooms.

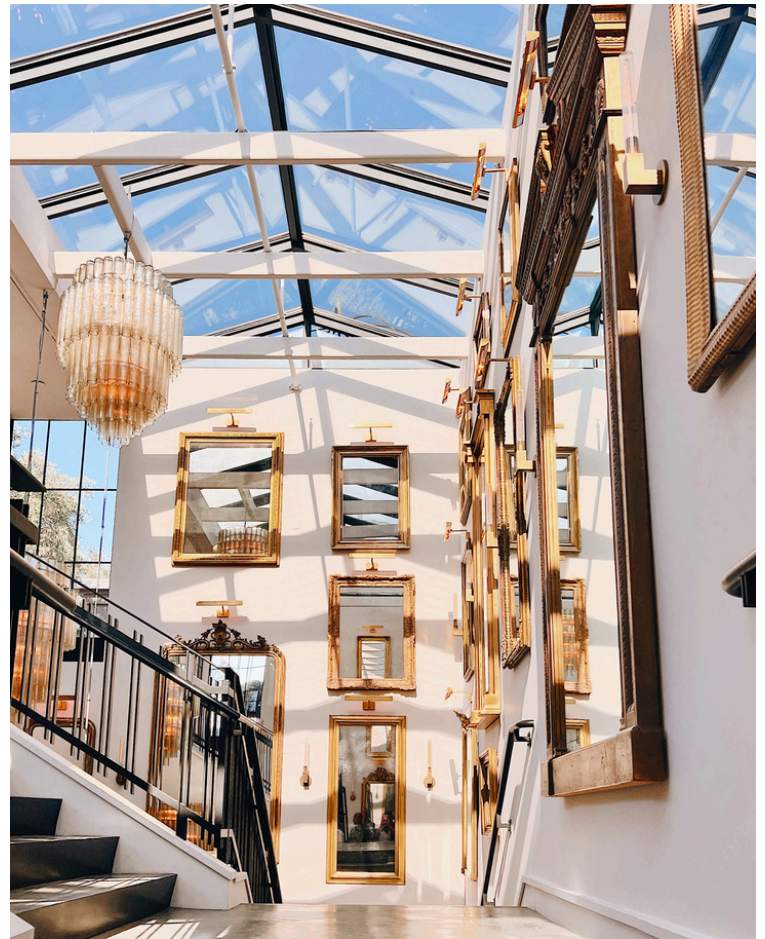
Marketing for Spring ArtWalk included digital ads, social media, and, for the first time, printed two-sided maps featuring all dining and entertainment locations in the Design District.

Maps were distributed throughout the WHDD community to enhance the walking experience as well as drive visitation and evening dining.



In the Fall of '24, the Design District temporarily eased promotion and sales of the Affiliate Membership program to focus on delivering increased value to existing BID businesses.

The strategy was to build out the branded assets that create awareness and produce high value experiential events that promote community pride in the WHDD brand.



Visibility achieved through the ArtWalks and the inaugural Design West Hollywood event have better positioned WHDD for Affiliate drives in the 2025 calendar year.

As of April, WHDD has two pending Affiliate applications.

AFFILIATE PROGRAM **POW**
Accomplishments

5 POW VISIBILITY & PURPOSE Accomplishments

Emphasizing Visibility & Purpose to WHDD Member Businesses

The Design District Board took a number of steps in Fiscal '25 to drive collaboration, visibility, and value to member businesses and our surrounding community.

A program rubric was introduced to ensure proposed activities and expenditures considered our distinct stakeholder groups.



The City of West Hollywood Economic Development Department

Increased reciprocal data exchange, program forecasting, and introductions to key stakeholders, resulting in greater service for member businesses and executional dexterity under City guidance.

Key highlights include:

- **Design West Hollywood** - guidance on engaging City Council for support of the event, including a financial waiver for permits through the City's Code Compliance Office.
- **BID Updates** - Real time intelligence sharing to enhance new business integration and existing business engagement, including event programming and assessment collection.
- **Brokers Roundtable** - inclusion in this quarterly exchange has generated Affiliate Membership leads and provides critical forecasts regarding the City's business climate.



5 POW VISIBILITY & PURPOSE Accomplishments

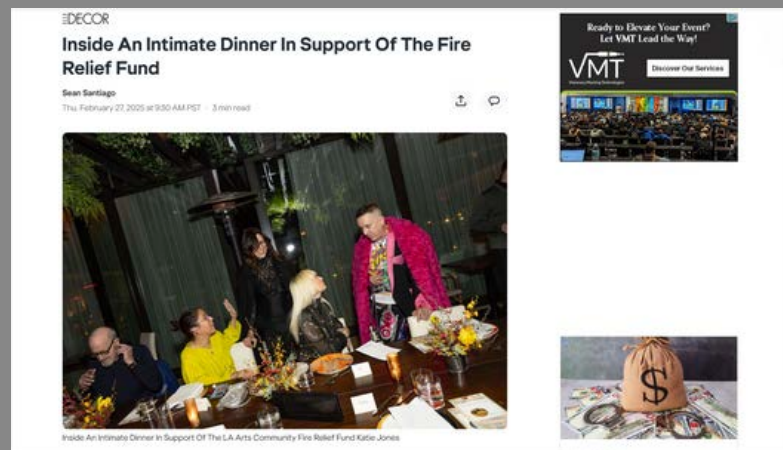
Emphasizing Visibility & Purpose to WHDD Member Businesses

Visit West Hollywood Tourism Bureau

WHDD made a strategic decision to hire social media agency, Ballantines, the same employed by Visit West Hollywood.

This allows for enhanced storytelling, 30% cost savings and amplified reach through more partnered posts.

Average monthly engagement has increased 50%.



POW VISIBILITY & PURPOSE Accomplishments

Emphasizing Visibility & Purpose to WHDD Member Businesses

West Hollywood Chamber of Commerce

WHDD continues its strategic partnership with WHDD BID Manager, the West Hollywood Chamber of Commerce, on a range of programs and communications.

Highlights include:

- Holiday Gift Guide
- Women in Leadership Awards (WHDD nominated Heather Tierney, founder of Butcher's Daughter)
- Coordinating resources for those affected by the LA Fires
- Community newsletters
- WHCC Board of Directors and Board of Governors
- Representation at City Council on matters concerning the business community

You are cordially invited to join the City of West Hollywood, its Women's Advisory Board, and the West Hollywood Chamber of Commerce for the

28th Annual West Hollywood Women In Leadership

AWARDS AND RECEPTION



WEDNESDAY, MARCH 26, 2025
6:00 p.m. - 8:00 p.m.

Andaz West Hollywood
8401 W. Sunset Blvd.

Reception generously hosted by Andaz West Hollywood

TICKETS: \$25

RSVP:
wila2025.eventbrite.com or (323) 848-6823

Onsite Parking \$15

HONOREES



Bobbie E. Emetu, PhD
MLS, MPH, MA
Professor, Activist & Therapist



Alla Feldman
Community Outreach Consultant



Elizabeth Lehmann, PhD
Principal
West Hollywood Elementary

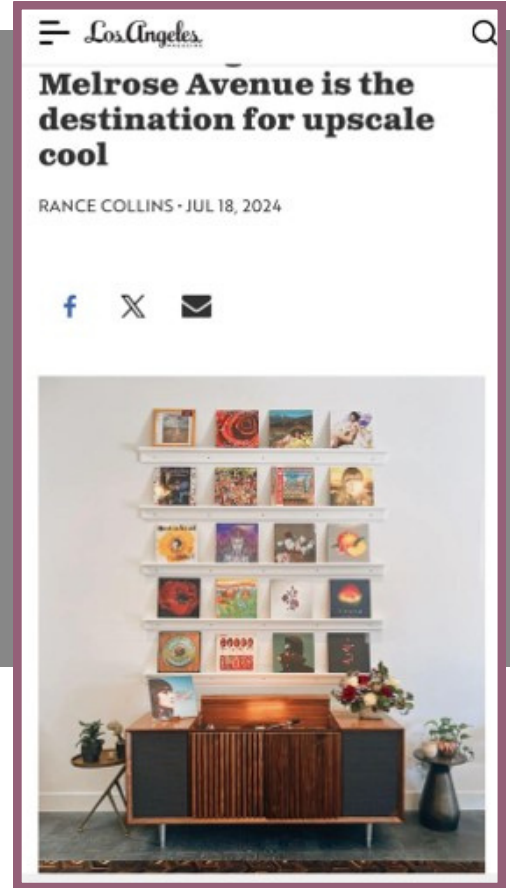


Terra Russell-Slavin
Chief Impact Officer
Los Angeles LGBT Center



Heather Tierney
Founder & Creative Director
The Butcher's Daughter

THE POWER OF CHANGE
IS IN OUR HANDS...



Funded by the Melrose Streetscape Marketing stipend, Design District executed a digital advertorial piece with LA Magazine. Estimated 650K consumer impressions and \$10.5 media value.

"West Hollywood Design District is an international destination for a multitude of reasons – it's a place to dine, dance, relax, take in art, culture and shop. The District's Melrose Avenue is the linchpin that brings WeHo's fierce independence and freedom together."

– Rance Collins, July 18, 2024

POW VISIBILITY & PURPOSE Accomplishments

Emphasizing Visibility & Purpose to WHDD Member Businesses

Community Arts Fire Relief Fund Soiree

Visit West Hollywood invited WHDD Board members to attend a dinner hosted by Hearst Publishing and Lauren Taschen to benefit the Getty founded Community Arts Fire Relief Fund.

Digital coverage resulted in an estimated 18.5M in consumer impressions with a media value of \$299K.

Read the *ELLE Decor* article on *Yahoo! Life* here: [“Inside an Intimate Dinner in Support of The Fire Relief Fund”](#)



Photo Credit - Katie Jones

WHDD Executive Director, Greg Rang; Board Members, Andrea Bastug (Hamilton Selway Fine Art) & Caitlin Penny (Rose Tarlow); and Visit West Hollywood CMO, Eric Parker at an intimate dinner hosted by ELLE Decor at Ardor at The West Hollywood EDITION in support of the LA Arts Community Fire Relief Fund.

MEDIAMAX

Report Conversions from July 1, 2024 to March 7, 2025

- Total Display Impressions since July 1
- Foot Traffic Attribution overview and some metrics

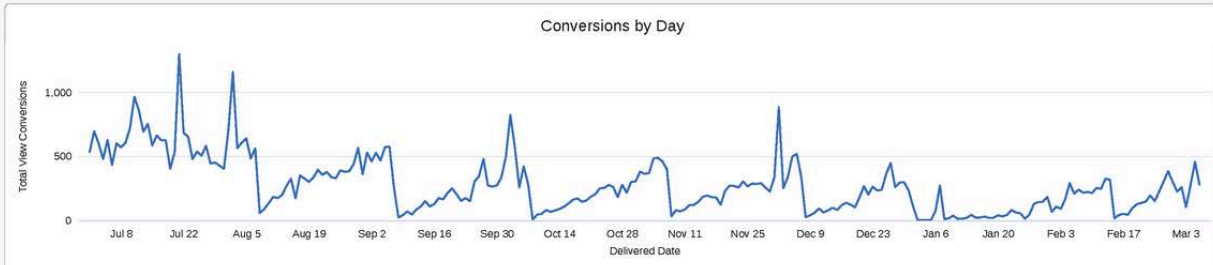
Timeframe is from 2024/07/01 until 2025/03/07 Campaign Name is West Hollywood Design District_maxIQ FTA or West Hollywood Design District_maxIQ FTA** Brand is West Hollywood Design District



Display

4,238,943 Display Impressions	7,534 Display Clicks	0.18% Display CTR	69,489 Display Conversions (FTA)	\$0.72 CPA (FTA)
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Display Tactic Performance					
Tactic Name	Impressions	Clicks	CTR	Total Conversions	
1 West Hollywood Design District Geofence CT	3,866,007	5,346	0.14%	68,919	
2 West Hollywood Design District Geofence RT	337,992	1,960	0.58%	502	
3 West Hollywood Design District Geofence Cl...	34,944	228	0.65%	68	



MEDIAMAX

7/1/24-3/7/25 Report (Conversions)

- During this time frame, more than 69,000 conversions were driven, and CPA was very low at \$0.72. This was fantastic news, as we could see it was costing less than a dollar to get a user into a WHDD property.
- CTR was also very strong at 0.18%, and as this was a conversion goal, we were not optimizing towards CTR.

To see such a strong CTR for a conversion goal is encouraging, as this metric reveals that we have been reaching a very engaged audience.

Display Creative Performance						
Creative Name	Creative Size	Impressions	Clicks	CTR	Total Conversions	
1 WHDD_ShopDineDesignMelrose...	320x50	554,555	585	0.11%	12,054	
2 WHDD_ShopDineDesignMelrose...	320x50	554,413	570	0.10%	11,632	
3 WHDD_ShopDineDesignMelrose...	320x50	552,930	584	0.11%	11,421	
4 WHDD_ShopDineDesignMelrose...	300x250	230,461	639	0.28%	3,898	
5 WHDD_ShopDineDesignMelrose...	300x250	229,653	598	0.26%	3,693	
6 WHDD_ShopDineDesignMelrose...	300x250	228,006	605	0.27%	3,572	
7 WHDD_Art Walk NEW	300x250	174,371	957	0.55%	1,298	
8 WHDD_ShopDineDesignMelrose...	300x50	153,941	187	0.12%	2,799	
9 WHDD_ShopDineDesignMelrose...	300x50	152,976	181	0.12%	2,814	
10 WHDD_ShopDineDesignMelrose...	300x50	145,467	156	0.11%	2,694	
11 __01WHDD_Holiday320x50.jpg	320x50	143,320	107	0.07%	1,503	
12 WHDD_ShopDineDesignMelrose...	728x90	113,442	240	0.21%	1,491	
13 WHDD_ShopDineDesignMelrose...	728x90	112,170	196	0.17%	1,518	
14 WHDD_ShopDineDesignMelrose...	728x90	111,025	202	0.18%	1,475	
15 WHDD_Art Walk NEW	320x50	104,773	115	0.11%	964	
16 __02WHDD_Holiday300x250.jpg	300x250	104,151	459	0.44%	1,130	
17 __03WHDD_Holiday300x50.jpg	300x50	98,655	86	0.09%	791	
18 WHDD_DesignWeHo_DigitalAds...	300x250	71,995	365	0.51%	506	
19 WHDD_Art Walk NEW	300x50	59,833	58	0.10%	570	
20 WHDD_ArtWalk_Fall2024_DigitalA...	320x50	58,300	65	0.11%	799	
21 WHDD_DesignWeHo_DigitalAds...	320x50	41,069	41	0.10%	229	
22 __04WHDD_Holiday728x90.jpg	728x90	33,901	56	0.17%	174	
23 WHDD_DesignWeHo_DigitalAds...	300x50	31,945	35	0.11%	171	
24 WHDD_Art Walk	300x250	30,413	189	0.62%	367	
25 WHDD_ArtWalk_Fall2024_DigitalA...	300x250	20,792	17	0.08%	314	
26 WHDD_ArtWalk_Fall2024_DigitalA...	300x50	16,062	13	0.08%	270	
27 WHDD_Art Walk NEW	728x90	15,229	10	0.07%	66	
28 WHDD_Art Walk	320x50	14,388	21	0.15%	170	
29 WHDD_Art Walk	300x50	13,833	13	0.09%	143	
30 WHDD_ArtWalk_Fall2024_DigitalA...	728x90	13,309	24	0.18%	89	
31 WHDD_ShopDineDesignMelrose...	320x480	8,365	32	0.38%	190	
32 WHDD_ShopDineDesignMelrose...	320x480	8,295	22	0.27%	179	
33 WHDD_ShopDineDesignMelrose...	320x480	8,226	27	0.33%	156	
34 WHDD_Art Walk NEW	320x480	4,910	40	0.81%	35	
35 WHDD_DesignWeHo_DigitalAds...	728x90	4,848	7	0.14%	24	
36 WHDD_Art Walk	728x90	3,779	7	0.19%	34	
37 WHDD_ShopDineDesignMelrose...	300x600	2,182	2	0.09%	114	
38 WHDD_ShopDineDesignMelrose...	300x600	2,111	1	0.05%	30	
39 WHDD_ShopDineDesignMelrose...	300x600	2,090	2	0.10%	16	
40 WHDD_DesignWeHo_DigitalAds...	320x480	1,044	0	0.00%	21	
41 WHDD_ArtWalk_Fall2024_DigitalA...	320x480	887				
42 __07WHDD_Holiday160x600.jpg	160x600	773				
43 WHDD_Art Walk NEW	300x600	760				
44 __05WHDD_Holiday320x480.jpg	320x480	736				
45 WHDD_ShopDineDesignMelrose...	970x250	457				
46 WHDD_ShopDineDesignMelrose...	160x600	455				
47 WHDD_ShopDineDesignMelrose...	160x600	442				
48 WHDD_ShopDineDesignMelrose...	970x250	442				
49 WHDD_ShopDineDesignMelrose...	970x250	441				
50 WHDD_ShopDineDesignMelrose...	160x600	440				
51 __06WHDD_Holiday300x600.jpg	300x600	421				
52 WHDD_Art Walk NEW	160x600	306				
53 WHDD_DesignWeHo_DigitalAds...	160x600	205				
54 WHDD_ArtWalk_Fall2024_DigitalA...	300x600	203				
55 WHDD_Art Walk	300x600	156				
56 WHDD_DesignWeHo_DigitalAds...	300x600	118				
57 WHDD_Art Walk	160x600	110				
58 WHDD_Art Walk NEW	970x250	61				
59 WHDD_Art Walk	320x480	55				
60 WHDD_ShopDineDesignMelrose...	970x90	51				
61 WHDD_ShopDineDesignMelrose...	970x90	49				
62 __08WHDD_Holiday970x250.jpg	970x250	46				
63 WHDD_ShopDineDesignMelrose...	970x90	45				
64 WHDD_DesignWeHo_DigitalAds...	970x250	23	0	0.00%	0	
65 WHDD_Art Walk	970x250	17	0	0.00%	0	
66 WHDD_Art Walk NEW	970x90	9	0	0.00%	0	
67 WHDD_ArtWalk_Fall2024_DigitalA...	160x600	7	0	0.00%	0	

Reporting Glossary:

Click Through Rate (CTR): The sum of clicks divided by the number of impressions served.

Contextual Targeting CT: Serving ads that are targeted based on the content on a page

Retargeting RT: The targeting of users who have previously visited a website or used a mobile app, as they browse elsewhere on the web.

7 POW PROACTIVE AGENDA Accomplishments

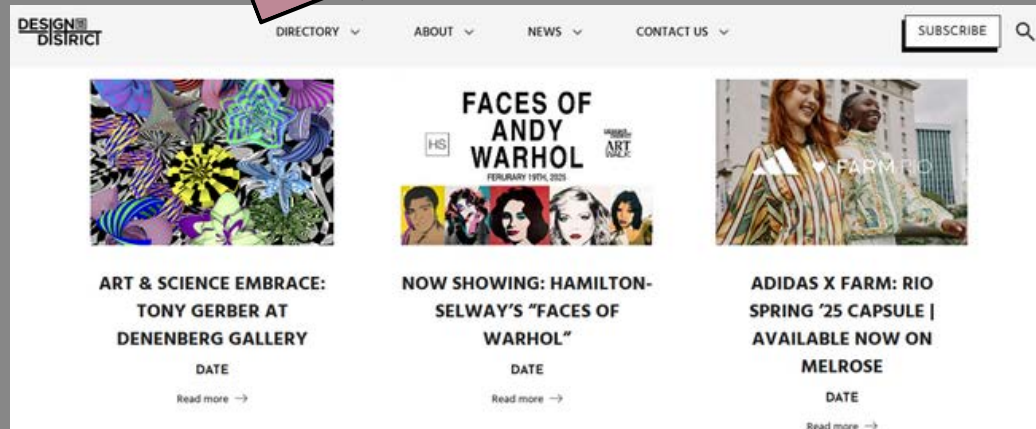
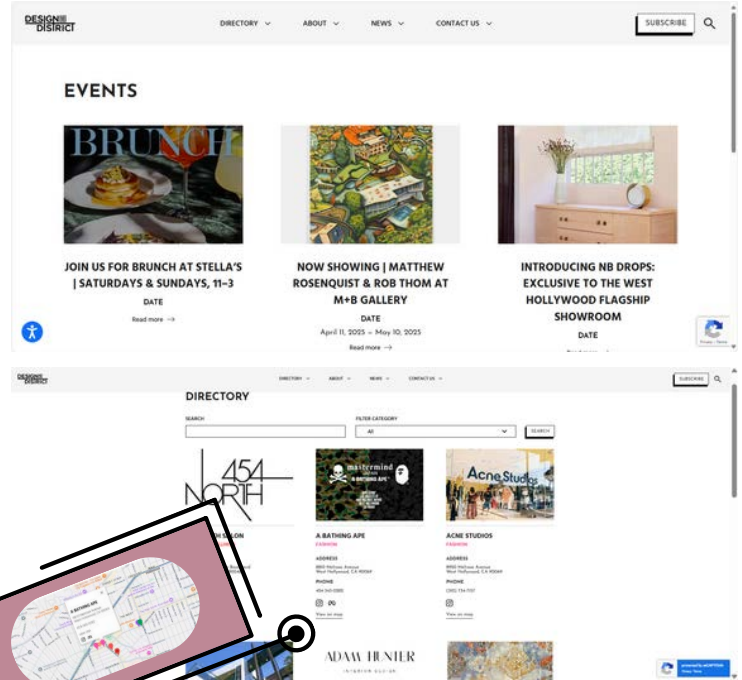
Proactive Calendar and Agenda

The WHDD website features a calendar of District happenings, including gallery openings, retail sales, community events and live music.

Content is gathered through consistent community outreach.

In fiscal year '24-'25, the WHDD website has promoted 156 Community updates, including:

- 117 District Events
- 30 Blog posts
- 9 Banner ads



Continue Growing WHDD's Photo Library

The WHDD continues its collaboration with professional photographer, Lauren Desberg, creating a high value library of ready editorial photography.

Desberg's images feature in WHDD's online Business Directory, social media, and are regularly serviced to publications through partnerships with Visit West Hollywood.

As a global leader in fashion, art and design, trends start in the Design District. Our frequent photo shoots ensure a

steady flow of current, high quality images for use in social media, marketing and publicity.

As food, fashion and design transition through seasonal and cyclical style trends, regular photo

tours of the District help to keep the WHDD brand image fresh, interesting and relevant in our visual storytelling.

WHDD images are regularly updated on web and serviced to our Tourism Bureau for editorial travel features across the globe.



GROW PHOTO LIBRARY **POW**
Accomplishments

POW REFINE OUTREACH Accomplishments

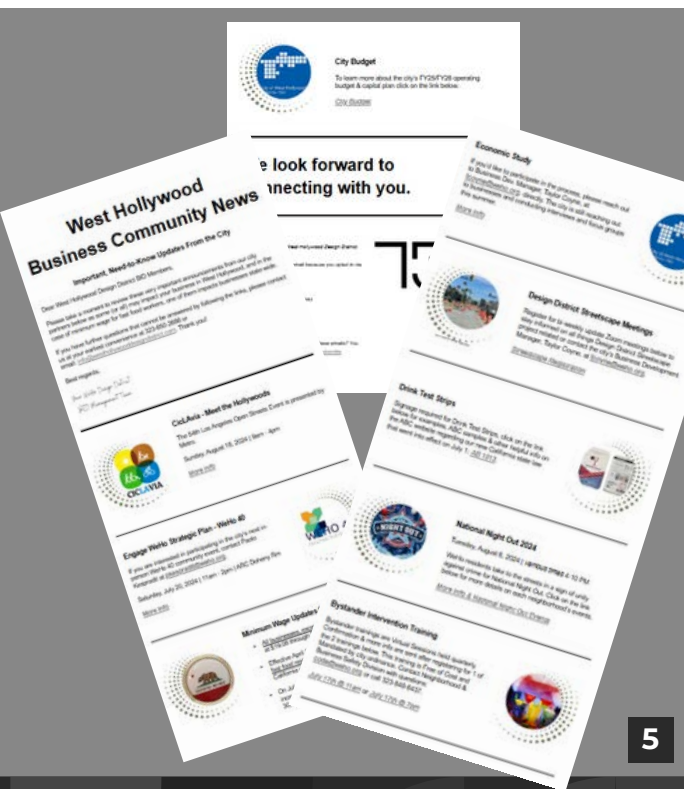
Refining the District's Outreach Strategy

WHDD has initiated a variety of tactics to engage constituents, consumers and the community, including:

- Place over Products Philosophy; *Highlight Destinations not Discounts*
- New Social Media Agency and Storytelling
- WHDD Newsletters (15K distribution)
- Digital Advertising (Display, Foot Traffic Attribution, Social Ads)
- In-Person Outreach, B2B in the community
- Partnerships with Visit West Hollywood and West Hollywood Chamber of Commerce
- Frequent database updates

Q1 2024
July | August | September

JULY



e-Blast Communique to Members

Need-to-Know Updates from the City July 2024

- Sent: Jul 9 to 276 people
- Open Rate: 35.3%
- Click Rate: 5.5%
- Clicks per Unique Open: 15.6%

POW REFINE OUTREACH Accomplishments

Q1

2024

July | August | September

AUGUST



National Night Out

- Promoted District After Dark as part of a city-wide drive to encourage nighttime visitation, dining and shopping.

Country & Townhouse

- WHDD toured a visiting journalist through the Design District, showcasing its unique business community, resulting in a featured digital piece from the lifestyle publication.
- The piece generated an estimated 750K consumer impressions and had a media value of \$19.9K
- Cox, R. (Aug 2024). "The West Hollywood Weekender," *Country & Townhouse.com*. [Link](#)



5 6 7

POW REFINE OUTREACH Accomplishments

SEPTEMBER



5 6 7 9 10

Q1

2024

July | August | September

Mind + Body Month

- Collaborated with Visit West Hollywood and the West Hollywood Chamber of Commerce to promote health and wellness businesses within the Design District.
- WHDD enrolled ten district businesses in the beauty, fitness and wellness categories.
- The program was supported through social media and an integrated web banner on the WHDD website's landing page, linking to the promotion.

Q2

2024

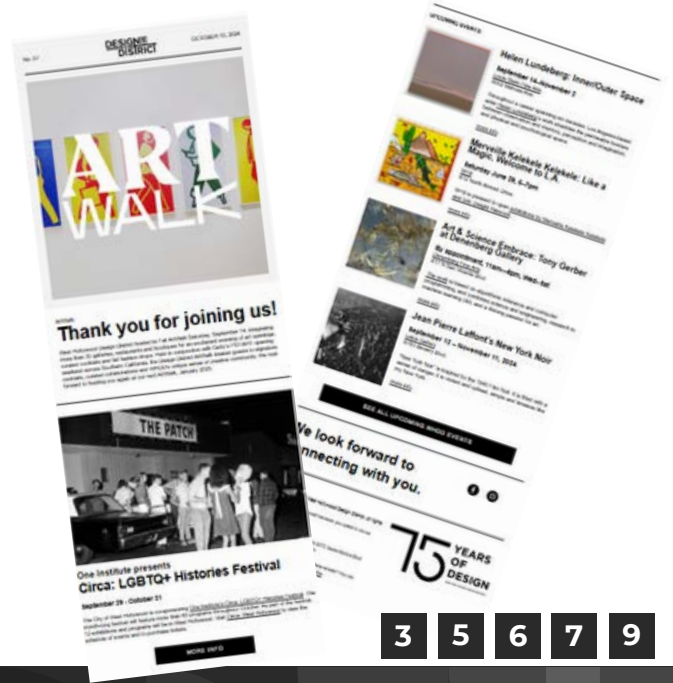
October | November | December

OCTOBER

e-Newsletter to Community

No. 7 - October 2024

- Sent: Oct 10 to 13,878 people
- Open Rate: 8.4%
- Click Rate: 3.8%
- Clicks per Unique Open: 44.8%



3 5 6 7 9

POW REFINE OUTREACH Accomplishments

Q2

2024

October | November | December

NOVEMBER

5 7 9

National Champagne Day

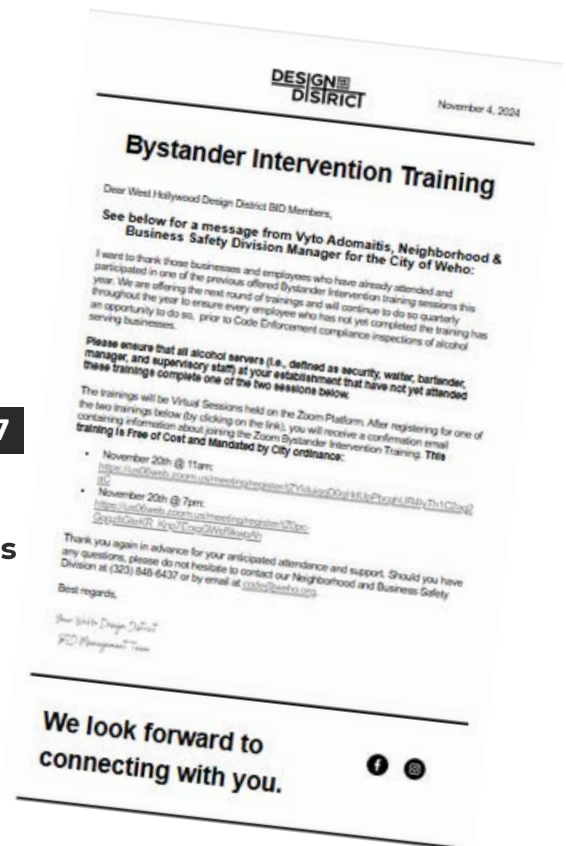
Invited journalist, Carole Dixon, (Wallpaper) to join as a guest of WHDD's for National Champagne Day at Petrossian

e-Blast Communique to Members

Bystander Intervention Training Sessions

- Sent: Nov 6 to 267 people
- Open Rate: 33.1%
- Click Rate: 6.2%
- Clicks per Unique Open: 18.6%

5 7



POW REFINE OUTREACH Accomplishments

Q2

2024

October | November | December

DECEMBER

e-Blast Communique to Members

WHDD Holiday Party '24 Ed4

- Sent: Dec 11 to 266 people
- Open Rate: 30.1%
- Click Rate: 5.6%
- Clicks per Unique Open: 18.7%



5 6 7 9



Los Angeles art exhibitions: the best shows to see in December

wallpaper.com

e-Blast Communique to Members

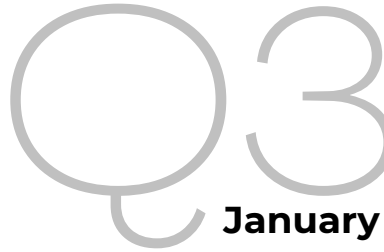
WHDD Holiday Party '24 Ed4

- Sent: Dec 11 to 266 people
- Open Rate: 30.1%
- Click Rate: 5.6%
- Clicks per Unique Open: 18.7%

5 6 7 9

POW REFINE OUTREACH Accomplishments

JANUARY



2025
January | February | March

e-Newsletter to Community

No. 8 - January 2025

- Sent: Jan 17 to 15,097 people
- Open Rate: 4.3%
- Click Rate: 1.3%
- Clicks per Unique Open: 31.2%

3 5 6 7 9

FEBRUARY

e-Blast Communique to Community

Spring ArtWalk Teaser

- Sent: Feb 19 to 15,581 people
- Open Rate: 3.1%
- Click Rate: 0.79%
- Clicks per Unique Open: 25.4%

5 6 7 9

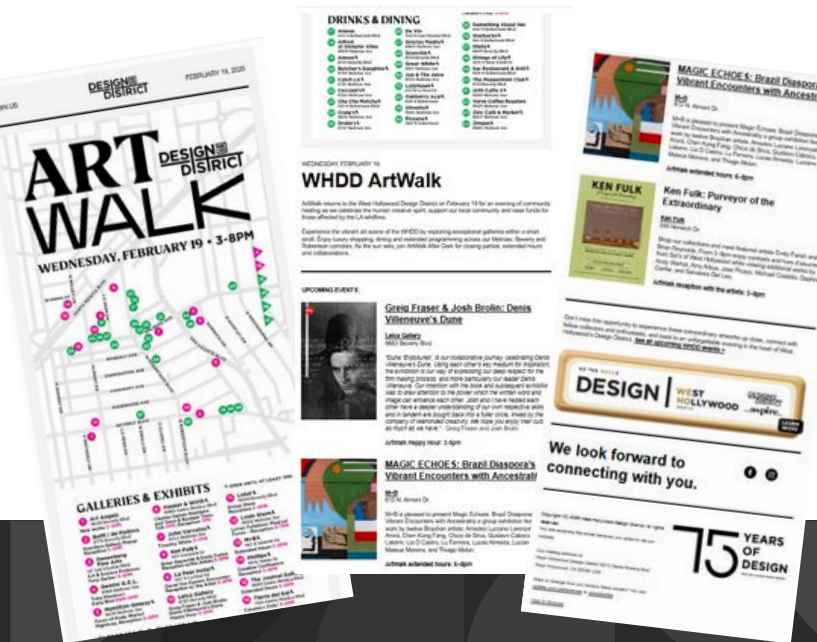


e-Blast Communique to Community

Spring ArtWalk Map

- Sent: Feb 19 to 15,522 people
- Open Rate: 3.5%
- Click Rate: 1.4%
- Clicks per Unique Open: 39.0%

5 6 7 9



POW REFINE OUTREACH Accomplishments

Q3
2025
January | February | March

FEBRUARY

e-Blast Communique to Community

Design West Hollywood Schedule - March 2025

- Sent: Feb 14 to 15,551 people
- Open Rate: 5.1%
- Click Rate: 3.4%
- Clicks per Unique Open: 66.3%

3 5 6 7 9



Photo Credit - Katie Jones

WHDD Executive Director, Greg Rang; Board Members, Andrea Bastug (Hamilton Selway Fine Art) & Caitlin Penny (Rose Tarlow); and Visit West Hollywood CMO, Eric Parker at an intimate dinner hosted by ELLE Decor at Ardor at The West Hollywood EDITION in support of the LA Arts Community Fire Relief Fund.

Community Arts Fire Relief Fund Soiree

Visit West Hollywood invited WHDD Board members to attend a dinner hosted by Hearst Publishing and Lauren Taschen to benefit the Getty founded Community Arts Fire Relief Fund.

Digital coverage resulted in an estimated 18.5M in consumer impressions with a media value of \$299K.

Read the *ELLE Decor* article on *Yahoo! Life* here: [“Inside an Intimate Dinner in Support of The Fire Relief Fund”](#)

3 5 6 7 9

POW REFINE OUTREACH Accomplishments

Q3

2025

January | February | March

MARCH

e-Blast Communique to Members

WeHo Flood & Mudslide Preparedness

- Sent: Mar 12 to 220 people
- Open Rate Avg: 35%
- Click Rate Avg: 3.2%
- Clicks per Unique Open Avg: 9.1%

Eat + Drink West Hollywood

Collaborated with Visit West Hollywood and the West Hollywood Chamber of Commerce to promote food and beverage businesses within the District.

Integrated web banner on WHDD website landing page. Promoted heavily via social media.

5 6 7 9

APRIL



Q4

2025

April | May | June

Working with the City of West Hollywood

The WHDD Board of Directors is actively working with City Staff to audit business rosters and assessment collections to ensure maximum revenue for the BID.

4 5 7



POW REFINE OUTREACH Still in Progress

Q4
2025
April | May | June

APRIL

Developing a Metrics-Based Media Kit

In conjunction with data from the 2024 Economic Study and AEP6, WHDD is developing a metrics-based media kit to drive advertising opportunities and generate additional revenue streams for the BID.

4 5 6



MAY



Cross Promoting with Design LA

WHDD is supporting member businesses participating in Design LA (May 5-8) through marketing and promotion

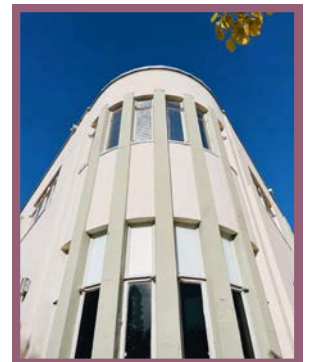
5 7 9

JUNE

Cross Promoting with Architects Newspaper

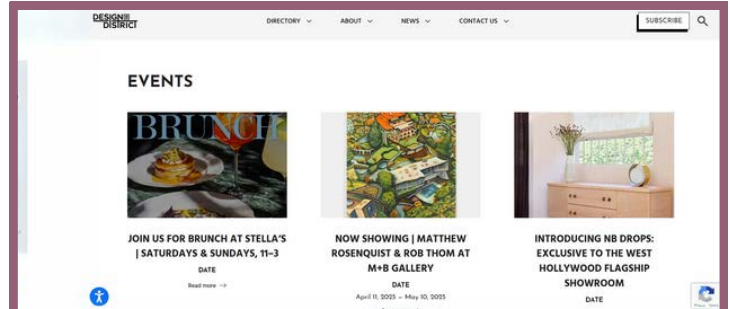
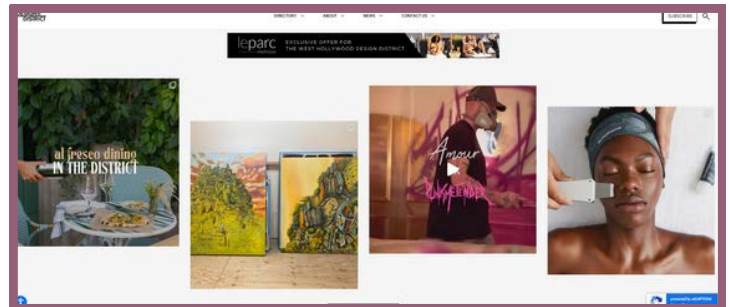
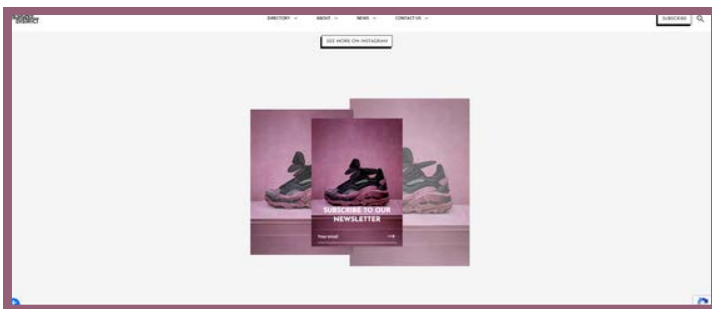
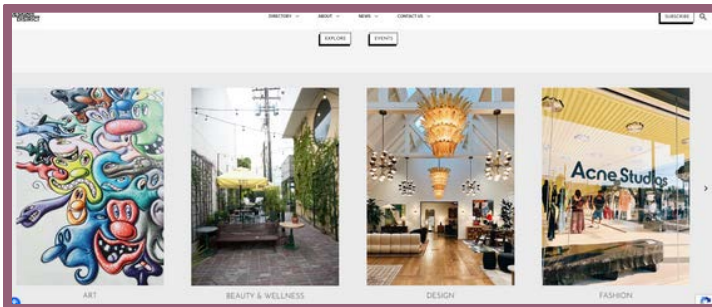
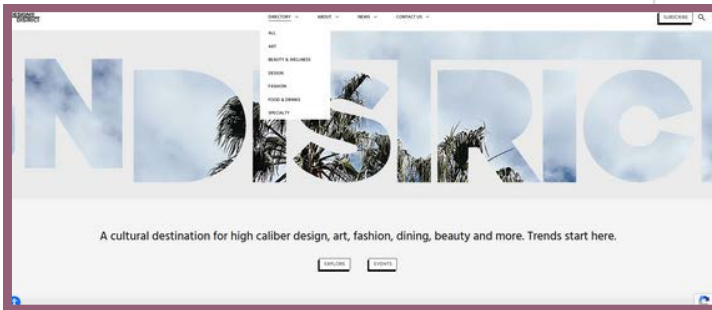
Through marketing and promotion, WHDD is supporting member businesses participating in a showroom crawl along Beverly Blvd hosted by Architects Newspaper.

5 7 9

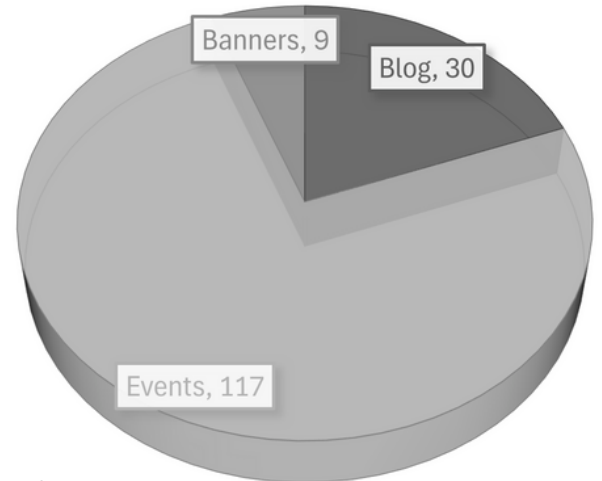


Website Development

- Added additional search functionality in the Business Directory
- 24 Hour turnaround for web updates, including Events and Directory
- Expanded variety and frequency of Member Event posts
- Increased banner ads supporting shared community updates, programs and events
- Initiative to further increase banner ads as a viable revenue source in Q4 and in fiscal year '25-'26



NUMBER OF UPDATES



Website Updates

This chart shows the number and distribution of updates to the website made by Fabrik.



FINANCIAL OUTLOOK

PROGRESS REPORT July 1, 2024 - June 30, 2025

For the 2024–2025 fiscal year, the West Hollywood Design District BID effectively aligned its financial resources with its mission, meeting its budget goals while supporting vital district services and programs. This report outlines the BID’s actual revenue and expenditures to date, reflecting its strong fiscal management and commitment to transparency.



Year to Date Actual & Projected Year End

July 1, 2024 to June 30, 2025

All numbers have been rounded



REVENUE	2024-2025 ACTUAL & PROJECTED
INCOME	
Assessments	\$86,890
Sponsorship/Advertising	-
Banner Program	\$220,000
Total Revenue	\$306,890



Year to Date Actual & Projected Year End

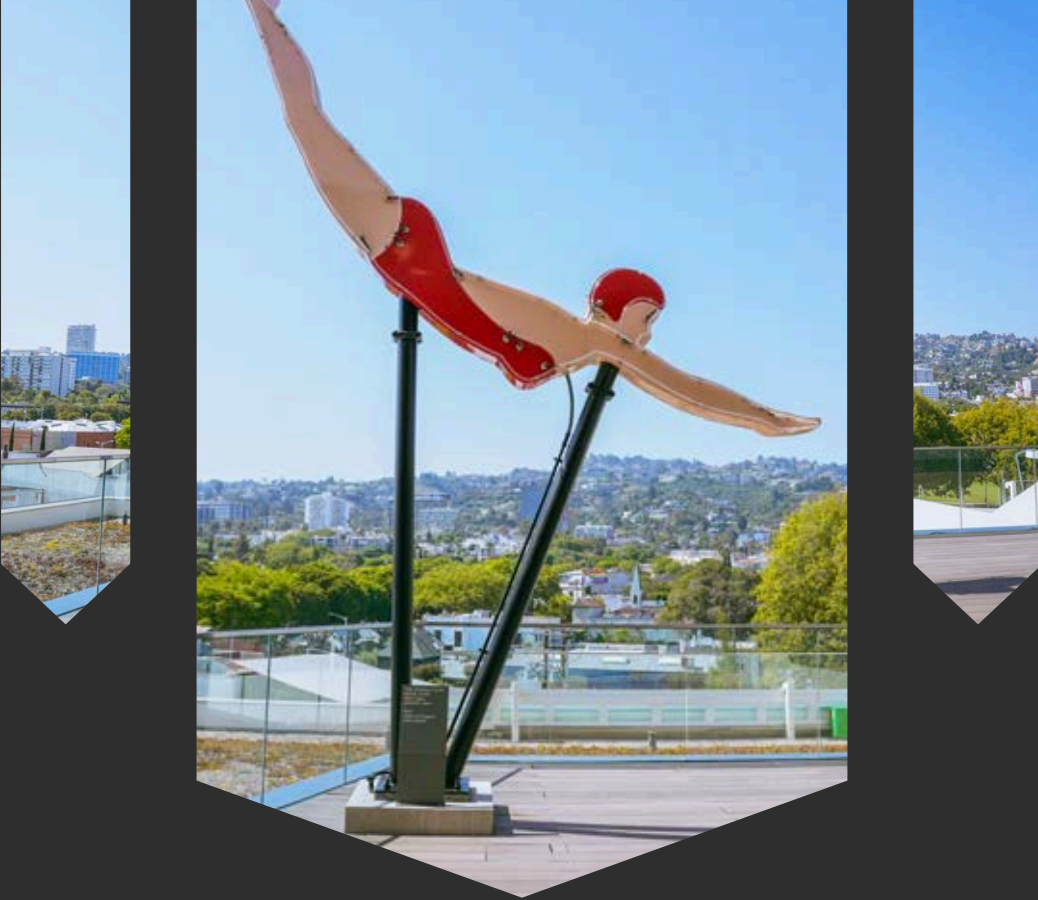
July 1, 2024 to June 30, 2025

All numbers have been rounded



EXPENDITURES	2024-2025 ACTUAL & PROJECTED
PROGRAMS & EVENTS	
75 th Anniversary / Design WeHo	\$65,000
ArtWalk	\$171
Holidays	\$4,600
Meetings	\$4,500
Mixers	\$816
Office Supplies/Incidentals	\$900
Parking	\$150
Photography	\$15,000
Retreat	-
Sponsorship	\$10,000
Programs & Events Subtotal	\$101,137
Expenses Total	\$399,137
Net Loss	(\$92,247)
Reserve Draw	\$92,247
WORKING CAPITAL & RESERVES	\$134,716

EXPENDITURES	2024-2025 ACTUAL & PROJECTED
ADMIN & OPERATIONS	
BID Management Fee	\$90,000
Accounting	\$5,000
Executive Director	\$90,000
Planning & Development	\$1,000
Admin & Ops Subtotal	\$186,000
MARKETING & WEBSITE	
Graphic Design	\$7,000
Social Media Marketing	\$90,000
Website	\$15,000
Marketing & Website Subtotal	\$112,000



ABOUT THE DISTRICT

LOOKING AHEAD FY 2025 - 2026

As the West Hollywood Design District BID prepares for the 2025–2026 fiscal year, the focus shifts toward curating high-impact signature events, strengthening stakeholder engagement, and elevating the district’s visibility through strategic programming and outreach. With refined planning processes and a commitment to quality over quantity, WHDD is poised to build on past successes while deepening its connection with the community and local businesses.



Situation Analysis

The West Hollywood Design District has been thriving with new businesses coming in, high-end brands, and an active and engaged board of directors. The organization has been so successful in fully realizing their vision in brand development, program and event activation, promotion, marketing, and advocacy since hiring their full-time executive director, Greg Rang.

Working alongside the management team and Board of Directors, going door to door to District businesses, Rang has been successful in increasing awareness of what the BID provides, developing well attended networking events, drafting collateral materials, creating strategic partner-ships,

and launching a new website and much more.

The Board has prioritized communication and advocacy efforts for members, especially those Melrose businesses most negatively impacted by the Design District Streetscape Project. While the District is excited to see the final streetscape beautification, the construction has been detrimental to the businesses. The City's support in waivers and marketing dollars to SHOP, DINE & DESIGN Melrose (a FY '23-'24 initiative, which Greg Rang was able to strategically stretch into the current fiscal year), was a valuable contribution in helping to address the negative impacts caused by and related to construction.



MARTYN LAWRENCE BULLARD ATELIER

The Board has expressed an interest in potentially re-evaluating the BID in terms of boundaries, fee structure, etc. Per the Board's request, City Staff provided cost estimates for three companies to conduct a feasibility study on re-assessing the District, so that they could make an informed decision to move forward with re-assessment or not.

The Board carefully reviewed the bids provided and decided to table the decision for now, so they could focus on other goals.

Assessment Structure

The assessment formula is designed to generate income from the businesses within the boundaries of the District, and has not changed since the inception of the district in 1996.

Assessments are a combination of a base assessment (based on business category) and a sliding scale assessment (based on categories of annual gross sales using the prior year's gross sales). Businesses that receive the most benefit from the activities and improvements pay a higher assessment than those businesses that will receive less benefit from the activities. New businesses will not be assessed during the first fiscal year in which they are established. The City of West Hollywood invoices and collects the assessments from member businesses and provides the total of assessments due in annual payments. The City has also provided payment terms for members to pay their assessments in incremental payments when requested.



Category 1 Represent those businesses that serve as “destination” points for visitors to WHDD. These businesses will receive the most benefit from the proposed activities and improvements, which are geared toward bringing people into the area to shop and dine.

- Antiques, Restaurants, Bakeries, Bars, Carpet/Rug & Clothing Shops, Coffee, Delis, Retail Showrooms, Florists, and Electronics, Gifts, & Jewelry Stores

Category 2 While not destination businesses, they derive significant benefit from the proposed activities and improvements that are designed to bring people into the area to shop and dine and secondarily to conduct personal businesses.

- Galleries, Banks, Barber & Beauty Salons, Decorators, Gyms, Interior Designers, Laundry/Cleaners, Shoe Repair, & Tailors, Liquor Stores, Parking Mgmt, Pet Stores, Pharmacies, Photography Studios, Print and Copy Stores, Professional Schools, and Travel Agents

Category 3 Derive moderate benefit from the proposed activities and improvements. By making the area a vibrant and unique shopping & dining destination, more people will be in the general area doing business. In addition, many of these businesses cater to other businesses located in the area.

- Architects, Attorneys, Accountants, Car Service & Repair, Corporate HQs, Wholesale Showrooms, Consultants, General Offices, Grocery & Hardware Stores, Insurance, Manufacturers, PR, Real Estate, and Talent Agencies

Category 4 Consist of owner/operators who will derive nominal benefit from the proposed activities & improvements due to the area being a vibrant and unique shopping and dining destination, more people are drawn here to do business.

- Personal service owner/operator without employees

Category 5 Includes businesses that will not receive benefit from the proposed activities and improvements and therefore will be exempt from the assessment.

- Medical-related professionals, Non-Profit Orgs., Governmental agencies, Property Mgmt Firms, Vets & Animal Hospitals, and the Pacific Design Center businesses benefit from their own marketing campaigns,

Category 6 Includes collectively-marketed management or owners of malls and other tenant-based businesses. Such malls benefit from programs that promote WHDD as a destination for both ‘to-the-trade’ and retail customers. Management/owners of such businesses are able to promote to tenants their participation in West Hollywood Design District as a value-added benefit.

- No businesses in this category

CATEGORY 1 ASSESSMENT			Category 1
Annual Gross Sales for Prior Year	Base Fee	Total Assessment	
\$0 - 100,000	\$0	\$180	
\$100,001 - 250,000	\$100	\$280	
\$250,001 - 500,000	\$200	\$380	
\$500,001 - 750,000	\$300	\$480	
\$750,001 - 1,000,000	\$400	\$580	
\$1,000,001 - 1,500,000	\$600	\$780	
\$1,500,001 - 2,000,000	\$800	\$980	
\$2,000,001+	\$1,000	\$1,180	

CATEGORY 2 ASSESSMENT			Category 2
Annual Gross Sales for Prior Year	Base Fee	Total Assessment	
\$0 - \$100,000	\$0	\$120	
\$100,001 - \$200,000	\$100	\$220	
\$200,001 - \$400,000	\$200	\$320	
\$400,001 - \$700,000	\$300	\$420	
\$700,001 - \$1,000,000	\$400	\$520	
\$1,000,001+	\$500	\$620	

CATEGORY 3 ASSESSMENT		Category 3
Base Assessment:	\$100	
Increment Increase:	None	

CATEGORY 4 ASSESSMENT		Category 4
Base Assessment:	\$60	
Increment Increase:	None	

CATEGORY 5 ASSESSMENT		Category 5
Base Assessment:	None	
Increment Increase:	None	

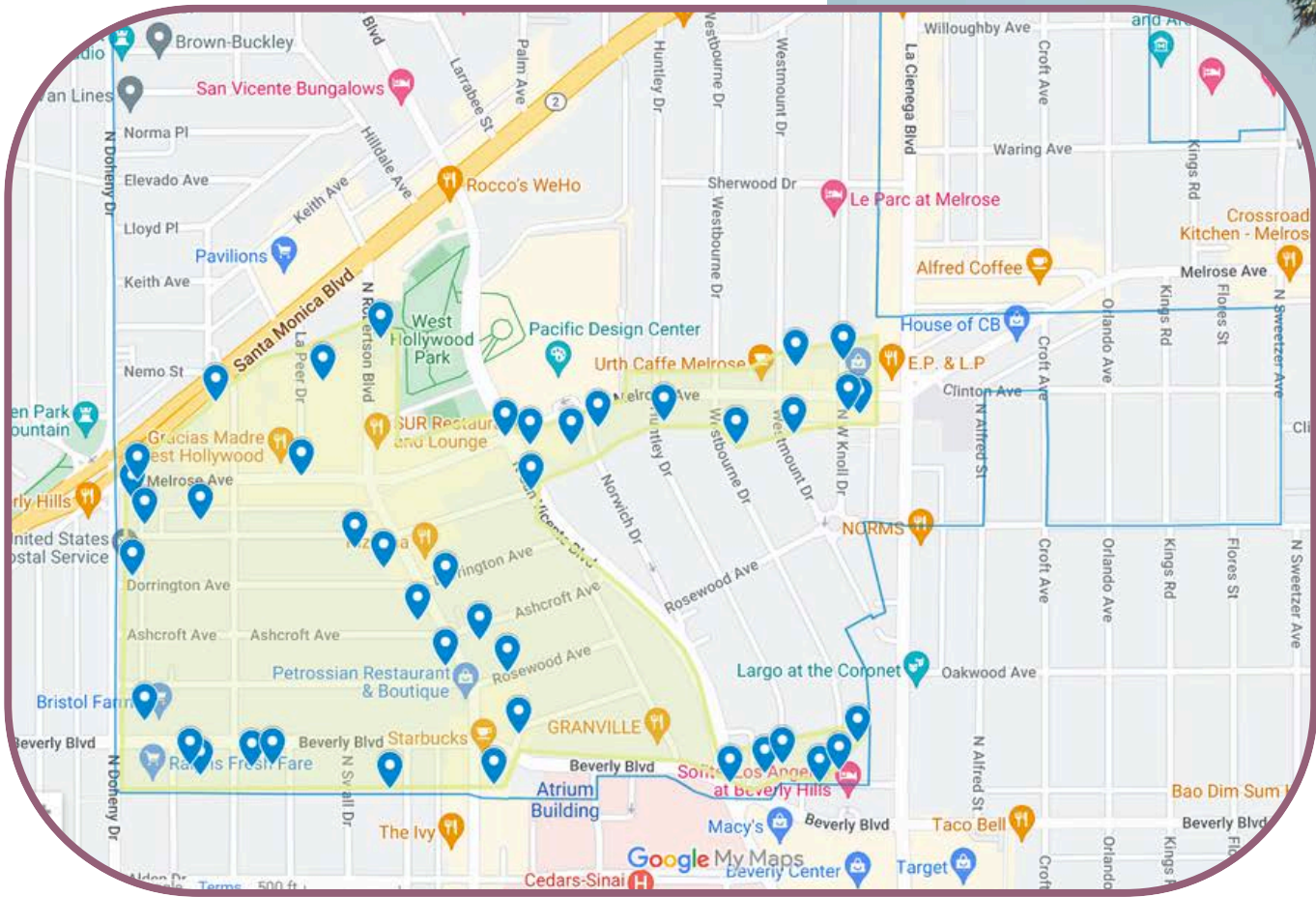
CATEGORY 6 ASSESSMENT		Category 6
Base Assessment:	\$100 x no. of leases	
Increment Increase:	None	



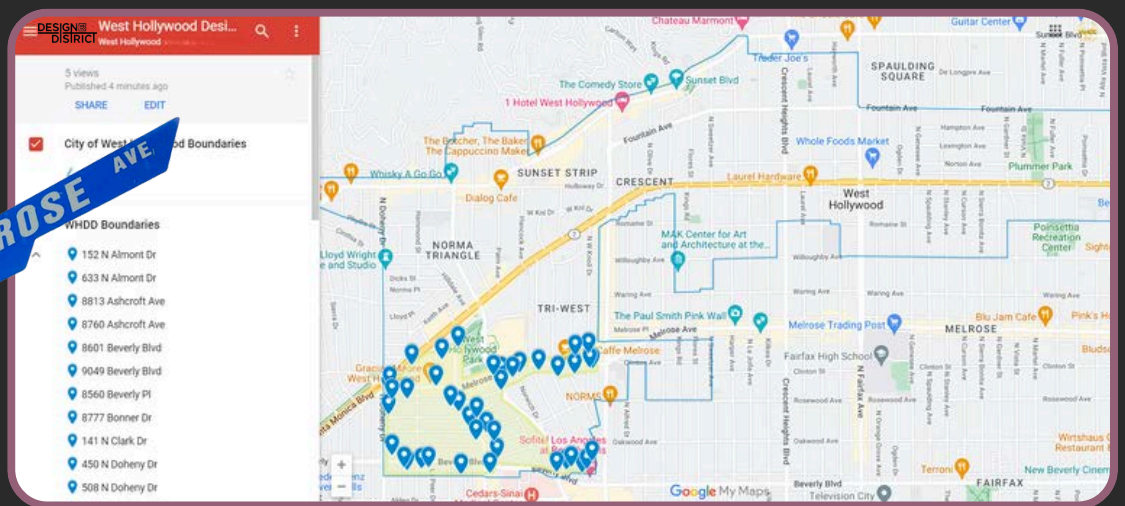
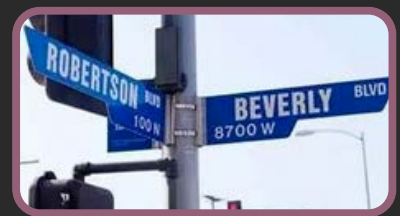
Assessment 2024-2025 2025-2026 Formula

In addition to the base amount, businesses in Categories 1 and 2 will be assessed an additional amount based on their annual gross sales. Businesses that have larger annual gross sales will be assessed more than businesses that have smaller annual gross sales. Businesses in Categories 1 and 2 with \$100,000 or less in gross sales will not be assessed an additional amount.

The District



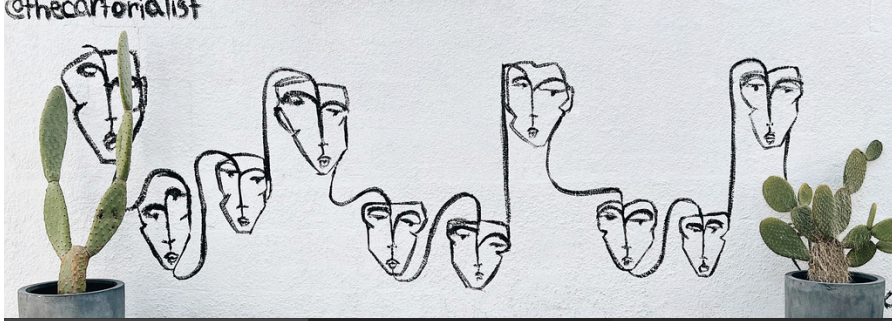
The WHDD BID boundary (in light green) was figured by inputting all the address ranges above into My Google Maps and then making a polygon shape using lines drawn to connect the addresses within the City of West Hollywood boundary map (blue outline), which was taken from a City Boundary XML file on the City's Open Data page. The blue map pin icon represents one of the boundary addresses used to create the District map.



Location & Boundaries

West Hollywood Design District Business Improvement District contains approximately 250 assessed businesses. The District boundaries can generally be described as all real property within the commercial zones of the City located south of Santa Monica Boulevard, bordered on the west by Doheny Drive, on the south by Beverly Boulevard, and on the east by La Cienega Boulevard. Specific addresses included in the BID boundaries are shown in the table to the right.

@thecartoonalist



West Hollywood Design District Business Improvement District

STREET NAME	ADDRESS RANGE
N Almont Dr	152; 603-633
Ashcroft Ave	8760-8802; 8807; 8813
Beverly Blvd	8601-9049
Beverly Pl	8560-8568 (even)
Bonner Dr	8777-8793
N Clark Dr	141-142; 146; 152
N Dohney Dr	450-508 (even)
Dorrington Ave	8760-8817
Huntley Dr	300-305; 560-610
N La Peer Dr	150-159; 600-646
Melrose Ave	8500-8686; 8688-9095
Norwich Dr	545-552 (even); 553-559
Rangely Ave	8760-8816; 9013-9039
N Robertson Blvd	140-666 1/2
Rosewood Ave	8757-8760; 8763; 8804-8811
N San Vicente Blvd	300-599
N Swall Dr	150-199
Westbourne Dr	301-309 (odd); 310-318 (even); 560-610
N West Knoll Dr	550-610
Westmount Dr	550-610
N Wetherly Dr	148-152



Street Pole Banner

Program FY '24-'25

The West Hollywood Design District BID negotiated a multi year contact with Swing Media to source sponsors for the Banner Program at \$20,000 a month through June 2024.





PROGRAM OF WORK

LOOKING AHEAD

FY 2025 - 2026

The proposed Program of Work for the 2025–2026 fiscal year centers on Design West Hollywood as both an identity and initiative that drives engagement, visibility, and economic vitality across the district. Through curated signature events like the Art Walk and the continued refinement of outreach strategies, WHDD aims to deepen connections with its member businesses and elevate their presence within and beyond the community. Collaboration and cross-promotion with partner organizations will be key to amplifying these efforts, ensuring a united approach to showcasing the district as a destination for creativity, commerce, and culture.



July 1, 2025 to
June 30, 2026

Projected Program of Work

The numbers below correspond with one of the goals the Board chose to work on this year. The following pages include a to-date *progress check* on these goals. To indicate which goal(s) was(were) served by each reported action, the relevant numbers have been included with its description.



The 2025-2026 Program of Work is a continuation of the goals set at the WHDD planning retreat, led by Abbe Land, on April 17, 2024, at the La Peer Hotel.

Central to the retreat was moving away from diffuse engagement, small events, and even smaller activations, thus the Directors elected to halt producing bi-monthly mixers after April (2024), excepting the Holiday party, which is the sole mixer-type event the BID will focus on.

Instead, the Board determined that prioritizing efforts around three annual signature events that reached all their constituents. The Board feels events, where they can build equity over time, are more impactful and provide a better ROI for the entire District.

WHDD's Signature Events

1

Design West Hollywood slotted for the fall and envisioned as a reception-style gala with exhibits.

2

Holidays in the District Soiree a festive winter holiday-themed party for District businesses, which also culminates the Holiday Window Display Contest and is where the Board awards the winners.

3

ArtWalk, building on the BID's recent ArtWalk success, the event is envisioned to occur twice per year - spring and fall.

Additional Goals for FY 2025-2026

4

Less activations to allow for more focus on core events

5

A proactive calendar and agenda that reflects the needs of that calendar

6

Better understanding of board best practices

7

Entry signage for west entrance

8

Better BID awareness by assessed businesses

Directors, Governors, and Management

The WHDD Board is an amazing group of business leaders who care deeply about the District.



Caitlin Penny
Chair

Rose Tarlow



Christopher Klapp
Vice Chair / Treasurer

Petrossian



Gary Trudell
Secretary

Custom Comfort Mattress



Marco Pelusi
Appointed

Marco Pelusi Hair Studio



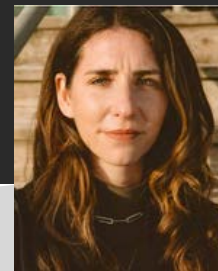
Andrea Bastug

Hamilton-Selway



Paris Chong

Leica Gallery LA



Meghan Keane

The Butcher's Daughter

Non-Voting Honorary Board Members

Laura Biery

City of West Hollywood

Paolo Kespradit

City of West Hollywood

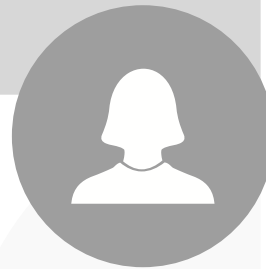
Jeff Morris, CMO

Visit West Hollywood



Tobi Nierob

Ferguson



Clementine Todorov

Ornare

BID Management WeHo Chamber of Commerce

Genevieve Morrill

BID Manager

Greg Rang

Executive Director

John-Baptiste Godard

Chief Financial Officer

Nalani Santiago

Programs & Communications

Andrea Entz

Office Administrator

WHDD Board Members are active in their community and desire to create programming, promotional campaigns, and community engagement that is relevant, on brand, and that benefits all of its incredible Design District member businesses and affiliates.

WHDD Board of Governors

Gulla Jonsdottir, Founder

Gulla Jonsdottir Architecture + Design

Tom Kiely, CEO

Visit WeHo

Katherine Shadley, Director of Stores

Grande Maison

Craig Susser, Owner

Craig's

Mary Ta, Owner

Mass Beverly

District Committees

On May 15, 2024, the WHDD Board of Directors voted unanimously to change their committees to reflect an Ad Hoc structure, forming them as needed per event, project, and/or for research purposes. Ad Hoc committees report their recommendations to the full board for final discussion and approval. The Executive/Finance Committee (EC) is the one exception. The EC, as a standing committee, is considered a Brown Act Body and must adhere to all regulations safeguarding the open meeting law.

Standing Committees

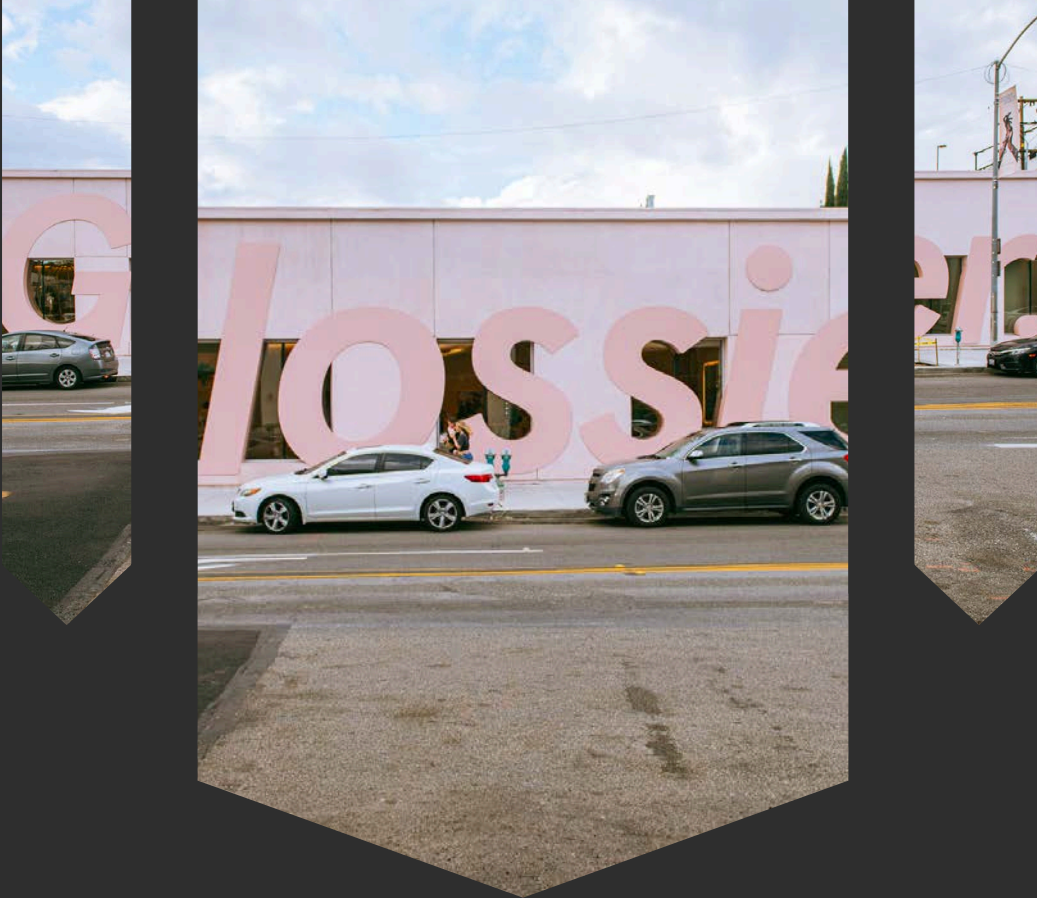
The **Executive/Finance Committee** is made up of all the officers of the Board of Directors and the most recent past Chair. They provide organizational direction to the Executive Director, Management Company, and the full Board. They help the Management Team establish items for board meeting agendas. This newly formed committee also oversees the finances of the BID and creates forecasts due to economic situations - one meeting each quarter will convene as Finance.

Current Ad Hoc Committees

The **Welcome Committee** is a key program whose specific purpose is to welcome new businesses to the District. Members of the committee reach out to, visit, deliver the new District Member a “welcome packet” gift from the WHDD Board, and invite them to upcoming meetings and events.

This Committee also acts as the Ad-Hoc **Nominating Committee**, empowered by the Board on an as-needed basis; members are chosen each time the Board needs to elect new board members and are led by the chair of the Welcome Committee. The Nom Com is convened at least on an annual basis, but may be called throughout the year for any mid-year vacated seats. No set schedule.





PROJECTED FINANCIALS

WHERE WE'RE HEADING July 1, 2025 - June 30, 2026

The West Hollywood Design District Business Improvement District (WHDD BID) has developed a forward-looking financial plan for the 2025–2026 fiscal year that aligns with its strategic priorities and ongoing commitments to the district.

These projections reflect anticipated revenue and planned expenditures to support programming, operations, and enhancement initiatives that drive economic vitality and community engagement.

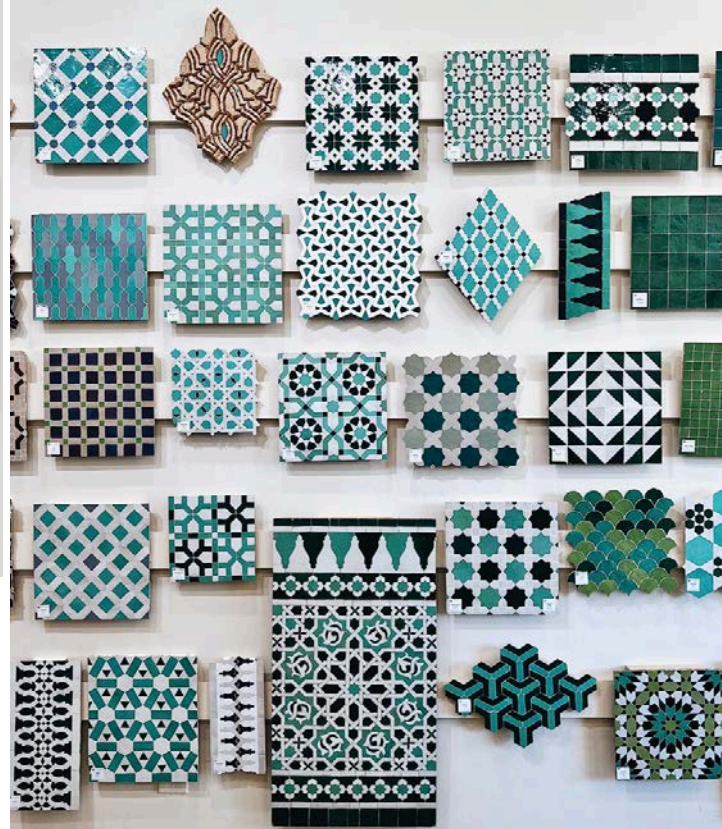


EXPENSES & REVENUE

All numbers have been rounded

EXPENDITURES	2025-2026 PROJECTED
ADMINISTRATIVE & OPERATIONS	
BID Management Fee	\$90,000
Accounting	\$6,000
Executive Director	\$122,000
Planning & Development	\$2,000
Admin & Ops Subtotal	\$220,000
MARKETING & WEBSITE	
Social Media Marketing	\$57,000
Digital Marketing	\$60,000
Website	\$15,000
Marketing & Website Subtotal	\$132,000
PROGRAMS & EVENTS	
Design WeHo	\$50,000
ArtWalk	\$5,000
Holidays	\$5,000
Meetings	\$8,500
Mixers	-
Office Supplies/Incidentals	\$2,000
Parking	\$200
Photography	\$20,000
Retreat	-
Sponsorship	\$12,000
Programs & Events Subtotal	\$102,700
Expenses Total	\$454,700
WORKING CAPITAL & RESERVES	2025-2026 PROJECTED \$123,093

REVENUE	2025-2026 PROJECTED
INCOME	
Assessments	\$85,900
Sponsorship/Advertising	\$25,000
Banner Program	\$240,000
Bank Balance	\$226,893
Total Available Funds	\$577,793



July 1, 2025 to June 30, 2026
FY 2025-2026
Budget Projections

Street Pole Banner Program

The City of West Hollywood has provided West Hollywood Design District a licensing agreement to utilize the City's street-pole for District Banner sponsor opportunities.



1

WHCC, who manages both District BID contracts, has entered into a 3-year contract renewal with a vendor to solicit sponsors that are a brand appropriate for the District

2

Provides \$20,000 per month to support marketing and promotion in the District, or \$240,000 annually

3

Allows opportunity for up selling the fees for World Cup, Super Bowl, and LA2028 Olympics

DESIGN DISTRICT

WE HO

ANNUAL REPORT

JULY 1, 2024 - JUNE 30, 2025



75 YEARS OF DESIGN

WEST HOLLYWOOD DESIGN DISTRICT

