



**CITY OF WEST HOLLYWOOD  
BUSINESS TASK FORCE**

**Wednesday, March 11, 2026, at 2:00 P.M.**

**Location: Virtual Meeting via Zoom**

**AGENDA**

**I. Roll Call/Introductions**

**II. Prior Meeting Follow-up (January 14, 2026)**

- Questions or clarifications on previously distributed meeting notes, action items, and supporting materials

**III. Focus Area #3 – Position the City as a destination of choice for visitors with activations and events in conjunction with the special events coming to the greater Los Angeles area.**

*The Task Force will receive the following presentations:*

- Overview of current City and Visit West Hollywood efforts supporting visitation, activations, and destination positioning
- Overview of FIFA World Cup-related activations

**IV. Focus Area #3 Discussion**

**V. Draft Recommendations – Focus Areas #1 and #2 (Discussion and Input)**

**VI. Comments from Public**

**VII. Next Steps & Adjournment**

**Next Business Task Force Meeting: Wednesday, May 13, 2026, at 2:00 p.m. via Zoom**



## **CITY OF WEST HOLLYWOOD**

### **BUSINESS TASK FORCE MEETING**

**Wednesday, January 14, 2026 at 2:00 P.M.**

**Location: Virtual Meeting via Zoom**

### **MEETING NOTES**

#### **I. Roll Call/Introductions**

##### **Business Task Force Members:**

Present: Jonathan Cottrell, Jamison DeTrollo, Joshua Gafni, Leslie Haro, Austin Monroe, Michael Palmieri, Clementine Todorov

Absent: Kody Christiansen, Craig Susser

##### **City of West Hollywood Staff:**

Laura Biery, Paolo Kespradit, Laura D'Ambrosia, Adrienne Rosas, Jamaica Carter

##### **West Hollywood Chamber Staff:**

Nalani Santiago, Programs & Communications Manager

##### **Members of the Public:**

Rachel Lanphere, Craig's LA

#### **II. Prior Meeting Follow-up (November 12, 2025)**

November 12, 2025 meeting notes reviewed and filed.

#### **III. Focus Area #2 – Create support and incentives for BIPOC-, Women-, LGBTQ+-, and City Resident-owned small businesses.**

*The Task Force received a presentation on the following topics:*

- Overview of Targeted Small Business Communities:
  - BIPOC-owned businesses (self-reported business license data)
  - City resident-owned businesses operating as home occupations

Laura D'Ambrosia provided background information on targeted small business communities currently operating in West Hollywood, including businesses that have

voluntarily self-identified as BIPOC-owned, based on data pulled from the City's business license tax database (HDL).

Laura D'Ambrosia also provided a home occupation report from the City's business license tax database (HDL), reflecting current home occupations operating in the City and the associated business types. The search for the category of home occupation in the City's business tax database resulted in 450 active listings.

- Existing Small Business Support Efforts
  - Overview of current City-supported small business efforts, including partner-led training and business support

Nalani Santiago, Programs & Communications Manager with the West Hollywood Chamber of Commerce, presented on the WeLead Academy program, an initiative of the West Hollywood Small Business Foundation (WHSBF). As part of the City's prior efforts to support small business owners and entrepreneurs, the City partnered with WHSBF to implement initiatives serving individuals identifying as BIPOC, women, and LGBTQ+, consistent with City Council direction and the recommendations from the former Social Justice Task Force (now known as the Social Justice Advisory Board).

The academy was an 8-week program focused on leadership, financial skills, business growth, branding, collaboration, scaling, navigating government systems, and team building. The program included 17 graduates.

Participant feedback highlighted interest in extending the program length and incorporating additional learning components to support deeper engagement.

#### **IV. Focus Area #2 Task Force Discussion**

Joshua Gafni asked for more information regarding the Weho Loves Locals gift card program. The program was created to support local businesses through digital gift cards, bonus rewards, and exclusive resident offers.

Laura Biery provided the following information on the Weho Loves Locals gift card program:

- Over 2,425 gift cards purchased, totaling \$418,700.
- 56% redemption rate so far, with \$193,136 spent at local businesses.
- 88% of redeemed dollars went to restaurants and bars.

Local business marketing efforts from the City included mailers, text alerts, billboards, bus shelter ads, social media campaigns, and influencer marketing.

Interest was expressed in potentially incorporating optional demographic fields on the City's Business Tax Form to identify Women-owned and LGBTQ+-owned businesses, similar to the previously implemented BIPOC designation. Voluntary data collection was noted as a potential tool to support targeted outreach, data tracking, and alignment with the City's Strategic Plan and Economic Study goals.

**V. Comments from Public**

- No public comment provided.

**VI. Next Steps & Adjournment**

The meeting was adjourned to Wednesday, January 14, 2026, at 3:10 p.m. via Zoom.

# Memo

**To:** Business Task Force Members

**From:** Laura D'Ambrosia, Business Development Analyst

**cc:** Laura Biery, Director of Economic Development  
Paolo Kespradit, Business Development Manager

**Date:** March 5, 2026

**Re:** Background for Focus Area #3 – Position the City as a destination of choice for visitors with activations and events in conjunction with the special events coming to the greater Los Angeles area.

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## **Business Task Force Members,**

This memo provides background information to support discussion of Focus Area 3: Position the City as a Destination of Choice for Visitors Through Activations and Events in Conjunction with Special Events in the Greater Los Angeles Area. The City currently has a range of programs, partnerships, and efforts underway that contribute to this focus by supporting visitation, activating commercial areas, and engaging the business community. This discussion will provide an opportunity to highlight existing efforts and identify potential opportunities to further strengthen visitation and business activity. Recent economic indicators are summarized at the end of this memo, and the full quarterly report is included separately for reference.

## **Current Efforts Supporting Focus Area 3**

### **District Activation and Event Programming**

- Implemented a City-funded Rainbow District activation pilot program, produced by JJLA, to increase visitor activity, support local businesses, and strengthen the district's identity through ongoing events and promotional activations. Initial programming has included seasonal activations designed to attract visitors and enhance district visibility.
- Supported business district activations, including Sunset Strip events such as Tequila Sunset and the Spinning Sunset series, to encourage business participation and increase corridor activity.
- Expanded the City's Art Walk initiative from a single-district event to a citywide activation, encouraging participation from galleries and businesses across multiple commercial areas and supporting visitor movement throughout the City.

### **Partnerships Supporting Visitor Activity and Destination Visibility**

- Continued collaboration with West Hollywood Travel and Tourism (Visit West Hollywood) on marketing, public relations, and visitor-focused initiatives to strengthen the City's visibility as a destination and support business activity.

### **Visitor Incentives and Regional Event Alignment**

- Eat + Drink West Hollywood Month (March 2026) will encourage visitors and residents to explore the City's culinary scene while supporting local restaurants and bars. During the promotion, participants who use the WeHo Loves Locals digital gift card at participating locations are entered into a contest to win an Ultimate Culinary Weekend in West Hollywood, including a two-night stay at a West Hollywood hotel, a \$1,000 gift card, and a special dinner at a West Hollywood restaurant.
- Implemented and expanded the WeHo Loves Locals digital gift card program, including promotional incentives such as limited-time bonus offers, to encourage spending at local businesses and support community engagement.
- Planning for 2026 FIFA World Cup Fan Zone activations, including two City-sponsored fan zones at West Hollywood Park and Plummer Park. The primary activation at West Hollywood Park (June 25–28, 2026) is anticipated to feature large-screen match viewing, food and beverage vendors, and arts programming such as Discofoot©. A smaller activation at Plummer Park, anticipated for two days in July 2026, is expected to have a more passive footprint intended for local audiences.
- Advancing arts and cultural activations through West Hollywood's Creative Plan (2025–2028), including the release of Requests for Proposals for Route 66 Centennial public art installations along Santa Monica Boulevard, such as temporary sculptural and vinyl installations that will create a temporary public art corridor celebrating the historic route's centennial and themes of travel, connection, and cultural exchange.

These efforts support recommendations identified in the City's 2024 Economic Study related to enhancing destination visibility, supporting district activations, and encouraging visitor activity through events and partnerships.

As part of this ongoing work, the upcoming discussion will focus on opportunities to strengthen coordinated activations, partnerships, and event-related initiatives that support visitation and local business activity. Input from the Business Task Force will help identify priorities, potential partnerships, and strategies to further support visitation and local businesses.

### **Draft Recommendations from Prior Focus Area Discussions**

#### **Focus Area 1: Develop Targeted Business Attraction and Retention Strategies for New and Existing Businesses, Including Addressing Vacancies**

Based on the Task Force discussion, the following draft recommendations are provided for consideration:

- Explore targeted strategies to address commercial vacancies, including potential tools such as broker incentives, tenant–landlord matching programs, and vacancy tracking mechanisms.
- Evaluate the feasibility of engaging a retail or commercial strategy consultant to assess tenant mix, market conditions, and leasing strategies across commercial districts.
- Explore opportunities for financial assistance and technical support programs, including potential loan funds, incentives, and advisory resources that support business attraction and retention.
- Continue exploring approaches to better understand commercial market conditions, including available data sources and vacancy trends, to inform business attraction and retention strategies.

**Focus Area 2: Create Support and Incentives for BIPOC-, Women-, LGBTQ+-, and City Resident-Owned Small Businesses**

- Explore opportunities to enhance or expand the WeLead Academy small business training program to continue supporting BIPOC-, women-, LGBTQ+-, and City resident-owned small businesses.
- Evaluate the feasibility of incorporating voluntary demographic identification fields on the City’s Business Tax Form to support targeted outreach, data tracking, and alignment with the City’s Strategic Plan and Economic Study goals.
- Continue supporting targeted outreach and partnership-based initiatives that provide resources and incentives to BIPOC-, women-, LGBTQ+-, and City resident-owned small businesses.
- Explore an outreach study that focuses on outreach and support specifically to home-based business owners in the City which would include one-on-one and focus group interviews to capture insights.

**Q4 2025 Economic Indicators**

Visitation across West Hollywood in Q4 2025 remained generally stable, with month-to-month variation consistent with typical seasonal activity. October reflected stronger fall seasonal visitation levels, followed by a normalization in November and sustained activity into December. Trends across the City’s commercial areas generally mirrored citywide patterns, indicating continued visitor engagement during a period supported by seasonal activity, events, and ongoing district activations.

Area	October	November	December
Citywide	2,781,863	2,631,636	2,674,188
Center-City	342,030	327,674	330,640
Design District	767,849	710,892	737,935
Eastside	629,056	621,138	635,207
Rainbow District	526,386	455,091	451,314
Sunset Strip	720,537	692,471	708,699

Data as January 22, 2026

**Office Market**

Office vacancy rates in Q4 2025 reflected slight movement compared to the prior quarter, with citywide vacancy increasing slightly while average market asking rents remained relatively stable. Overall, office conditions across the City’s commercial areas indicate normal quarter-to-quarter variation without a significant shift in overall market activity. The Center City area reported a 0% office vacancy rate during the quarter, largely reflecting the recent occupancy of a large office space at 920 N. Fairfax Avenue (11,328 square feet) that had previously contributed substantial vacant square footage.

Area	Vacancy Rate (%)	Market Rent (\$/SF)
Citywide	15.8%	\$58.76
Center City	0%	\$51.51
Design District	10.3%	\$51.67
Eastside	28.2%	\$56.42
Rainbow District	12.5%	\$53.34
Sunset Strip	22.1%	\$65.35

Data as January 22, 2026

**Retail Market**

Retail market conditions remained generally stable between quarters. Citywide retail vacancy declined slightly in Q4, while average market rents remained relatively consistent. Trends across the City’s commercial areas reflect steady retail activity.

Area	Vacancy Rate (%)	Market Rent (\$/SF)
Citywide	9.6%	\$74.17
Center City	9.7%	\$57.94
Design District	9.5%	\$85.50
Eastside	7.0%	\$60.03
Rainbow District	9.8%	\$69.93
Sunset Strip	11.0%	\$73.36

Data as January 22, 2026

**Hotel Lodging Data**

Hotel lodging data for Q4 2025 reflects a seasonal transition in visitor demand following the peak summer travel period. Occupancy averaged 78.9% in October and gradually adjusted to 68.4% in November and 60.0% in December, consistent with typical late fall and early winter travel patterns. The Average Daily Rate (ADR) followed a similar pattern, with October remaining strong at \$368 and moderating to \$356 in November and \$340 in December. Overall hotel performance remained stable and aligned with historical seasonal trends, with October continuing to reflect solid demand entering the fall season.

Month	Occupancy Rate (%)	Average Daily Rate (\$)
October	78.9%	\$368
November	68.4%	\$356
December	60.0%	\$340

## **Visitor Origin Markets**

Recent tourism data from Q1-Q3 2025 indicates that West Hollywood continues to attract visitors from both domestic and international markets. Domestic travel represents the majority of visitation, accounting for approximately 73% of total hotel and lodging spending. Key domestic feeder markets in order include:

- California
- New York
- Washington
- Indiana
- Florida
- District of Columbia

International travel accounts for roughly 27% of total lodging spending, with top countries of origin in order including:

- Canada
- Australia
- United Kingdom
- United Arab Emirates
- China
- France

While international visitors represent a smaller share of total travelers, they often generate higher spending per visit and longer lengths of stay.



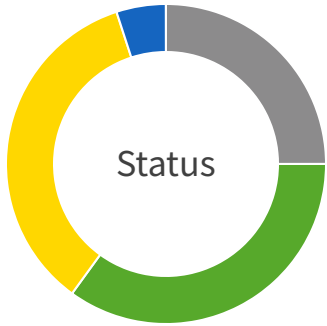
# **Economic Data & Economic Study Update**

**Fourth Quarter 2025**

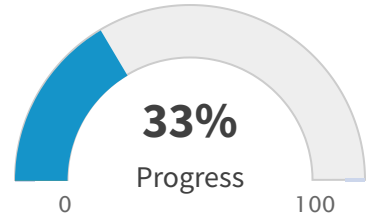
Reporting Period: October - December 2025

<b>3</b> Goal	<b>9</b> Strategy	<b>20</b> Action
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## Overall Summary



● Status Pending	25%
● On Track	35%
● Some Disruption	35%
● Completed	5%



Report Legend



Priority



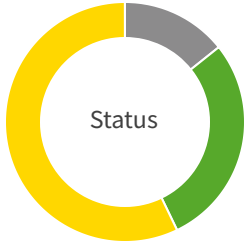
No Update



Overdue

# Plan Summary

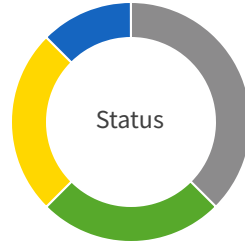
**Goal 1** Progress 37%



Status	%	#
Status Pending	14	1
On Track	29	2
Some Disruption	57	4

**Preserve and Expand West Hollywood’s Audience** West Hollywood will remain an inviting, exciting, and attractive destination that caters to people from all backgrounds.

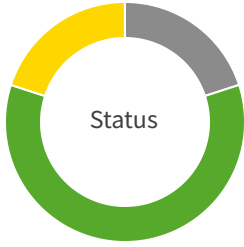
**Goal 2** Progress 36%



Status	%	#
Status Pending	38	3
On Track	25	2
Some Disruption	25	2
Completed	13	1

**Support and Grow Small Businesses** West Hollywood will host a robust mix of thriving small businesses that deliver shared benefits for owners, employees, and patrons.

**Goal 3** Progress 23%



Status	%	#
Status Pending	20	1
On Track	60	3
Some Disruption	20	1

**Promote Entrepreneurship** West Hollywood will facilitate creativity, innovation, and business growth.



**Preserve and Expand West Hollywood’s Audience**

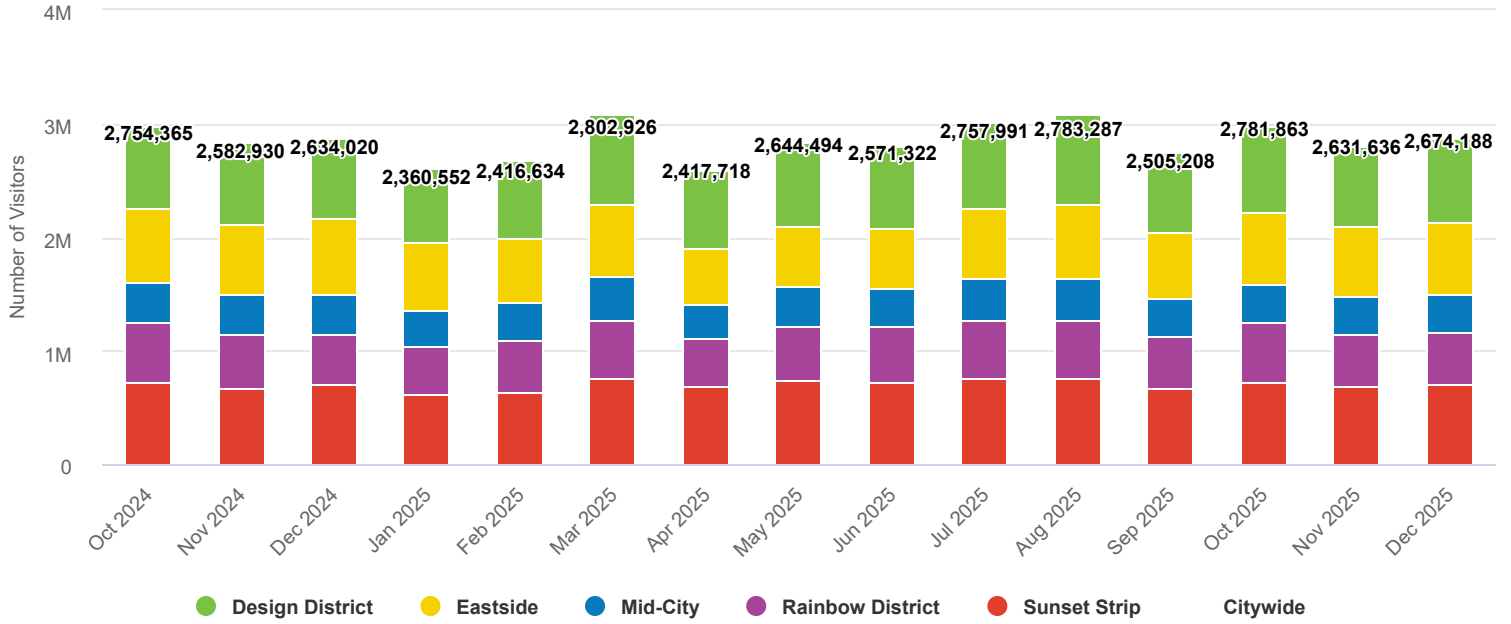
West Hollywood will remain an inviting, exciting, and attractive destination that caters to people from all backgrounds.

	%	#
Status Pending	14	1
On Track	29	2
Some Disruption	57	4

**Visitation by District (Placer.ai)**

Last Update: Jan 23, 2026 01:30:35

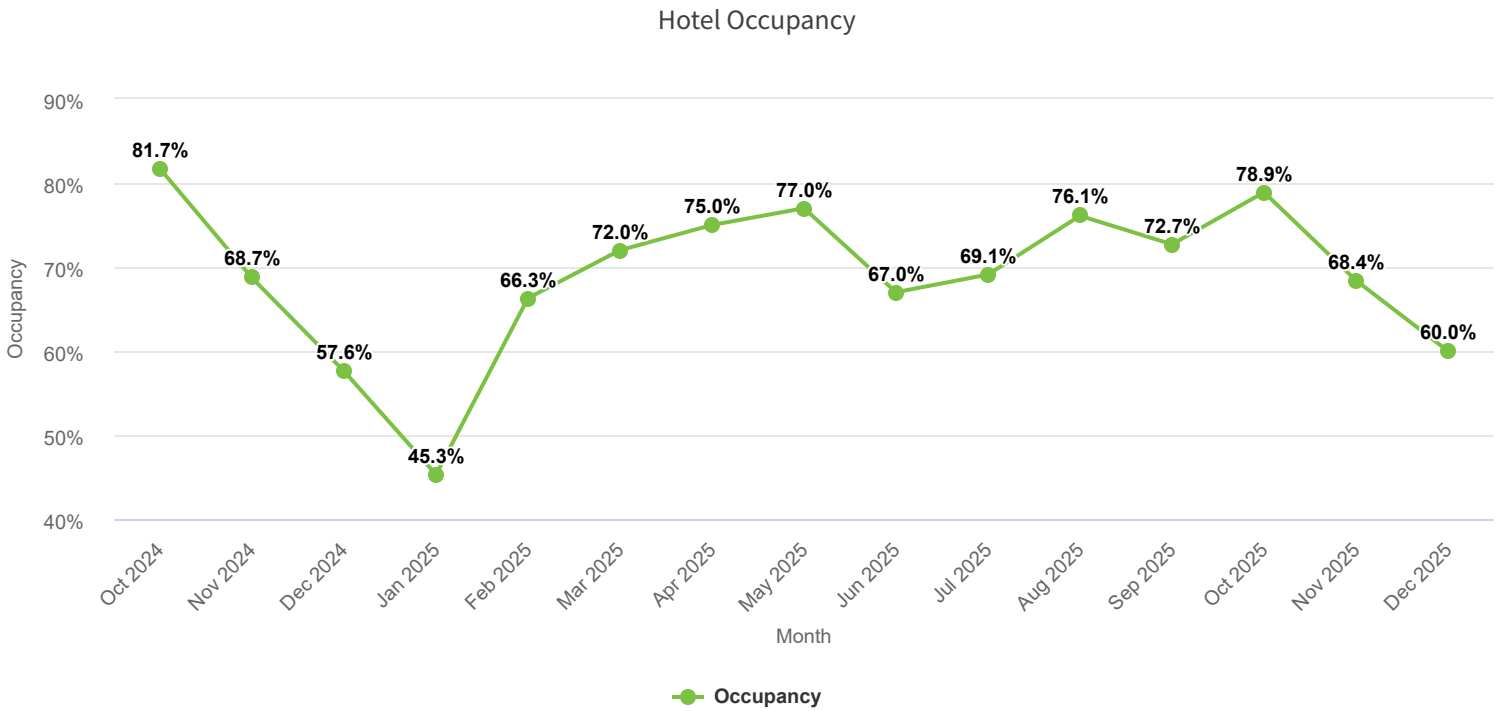
Visitation by Commercial District



Source: Placer.ai

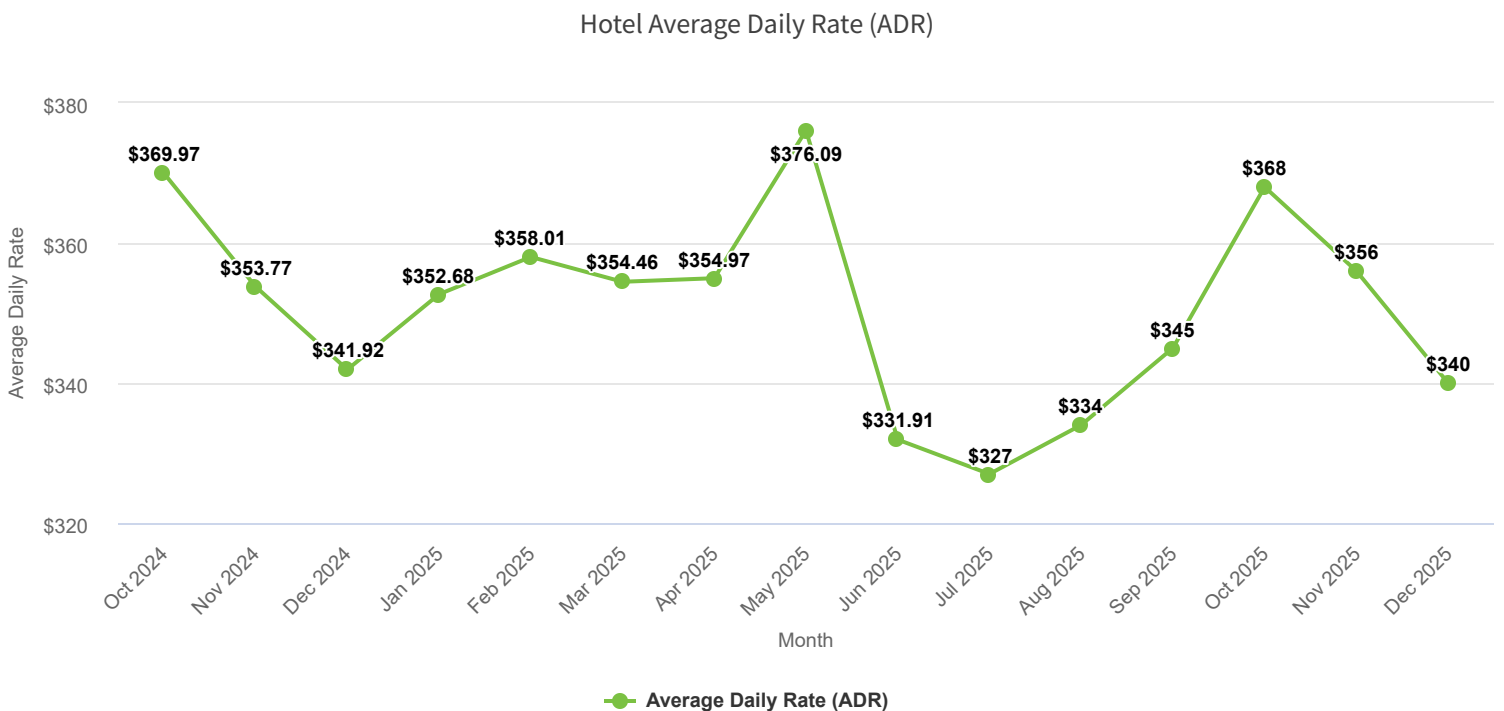
## Hotel Occupancy (STR)

Last Update: Jan 23, 2026 01:30:35



## Hotel Average Daily Rate (STR)

Last Update: Jan 23, 2026 01:30:35



**Strategy 1.1** Progress 38%



**Continue to support year-round tourism to West Hollywood.**

Tourism delivers economic, fiscal, and brand value to West Hollywood. This important industry must continue to be nurtured, especially as nearby hospitality markets threaten to consume market share.

	%	#
● Status Pending	50	1
● Some Disruption	50	1

**Action 1.1.1**  

*Updated on Dec 31, 2025 08:00:01*

Ongoing - Dec 31, 2025 Some Disruption Progress 75%

Work with event organizers to encourage participation from local businesses (e.g., offer provisions, adjust opening hours, sell artwork), with a focus on under-served areas.

Staff continue to implement the City Council's approved recommendations for the Rainbow District. In December, the first tent pole event for the Rainbow District launched. The Rainbow District Winter Market was held from Saturday, December 6 through Sunday, December 7 at West Hollywood Park and included 35 merchants and 8 food vendors in conjunction with the City's Winter Ice Rink. The event producer estimates 3,600 people in attendance. Additional Rainbow District events have been planned for February, March, and April 2026.

**Action 1.1.2**  

Ongoing - Dec 31, 2025 Status Pending Progress 0%

Partner with hotel concierges to create incentive and awareness programs to drive increased traffic to local businesses.


**Strategy 1.2** Progress 28%



**Diversify and grow daytime and nighttime visitors.**

Broadening West Hollywood's visitor base can not only boost business revenues, but also enhance community vibrancy and safety by maintaining a steady flow of people.

	%	#
● On Track	67	2
● Some Disruption	33	1

**Action 1.2.1**  

*Updated on Dec 31, 2025 08:00:01*

Ongoing - Dec 31, 2025 Some Disruption Progress 40%

Partner with local businesses to host "watch parties" for major upcoming sporting events.

In October 2025, the City released a Request for Proposals for event production services for a Fan Zone at West Hollywood Park and Plummer Park during the World Cup in June/July 2026. Interviews were conducted with potential event producers and the City Council will receive an update at their meeting in January 2026.


**Action 1.2.2**  

*Updated on Jun 30, 2025 07:00:01*

Ongoing - Dec 31, 2025 On Track Progress 25%

Engage LA28 to present "Cultural Olympiad" events to West Hollywood.

At its June 23, 2025 meeting, the City Council received an update on the City's plans for the 2028 Games, including a three-year initiative of arts and culture programming in the lead up to the 2028 Games. This plan included various arts activations in 2026 and 2027, permanent public artwork and rotating art exhibition at the Aquatic and Recreation Center, and City arts programming in alignment with the 2028 Games.

**Action 1.2.3** 

*Updated on Dec 31, 2025 08:00:01*

Ongoing - Jan 31, 2030 On Track Progress 20%

Extend Cityline service into Hollywood and other neighboring areas to draw workers and residents from outside West Hollywood to West Hollywood for daytime and nighttime activities.

The Transportation and Mobility Division is issuing a Request for Proposals for Transportation Services in Winter 2026.

### Strategy 1.3

Progress 50%



#### Generate visitor activity in areas that are not traditionally patronized by visitors.

Far from major visitor hotspots, the Eastside and Mid-City are generally unable to capture the economic benefits of tourism. Incentivizing activity in these less-frequented areas can go a long way in boosting business revenues.

	%	#
Some Disruption	100	2

#### Action 1.3.1



Updated on Dec 31, 2025 08:00:01

Ongoing - Dec 31, 2025

Some Disruption

Progress 90%

Expand “WeHo Loves Locals” by recruiting additional businesses and forming employer partnerships (with consideration of major employers and film production in the City).

On September 16, 2025, the City launched the WeHo Loves Locals Gift Card Program with a limited-time promotional offer that provided a 50% bonus match on gift card purchases, allowing locals and visitors to extend their spending power at participating West Hollywood businesses. Due to strong community response, the initial bonus match allocation sold out in less than one month.

In recognition of the program’s success and the continued need to drive near-term economic stimulus into West Hollywood’s business community, the City and Visit West Hollywood strategically realigned a portion of the previously itemized marketing funds to support a second phase of the gift card bonus program, which launched on November 28, 2025.

#### Action 1.3.2



Updated on Jan 26, 2026 17:01:28

Ongoing - Dec 31, 2025

Some Disruption

Progress 10%

Explore the viability of discount or incentive programs for rideshare operators to bring more people into and around the City.

The transit duties have been transferred to the newly created Transportation and Mobility Division in the Public Works Department. Staff are exploring additional drop zones as part of the Rainbow District pilot program.

### Goal 2

Progress 36%



#### Support and Grow Small Businesses

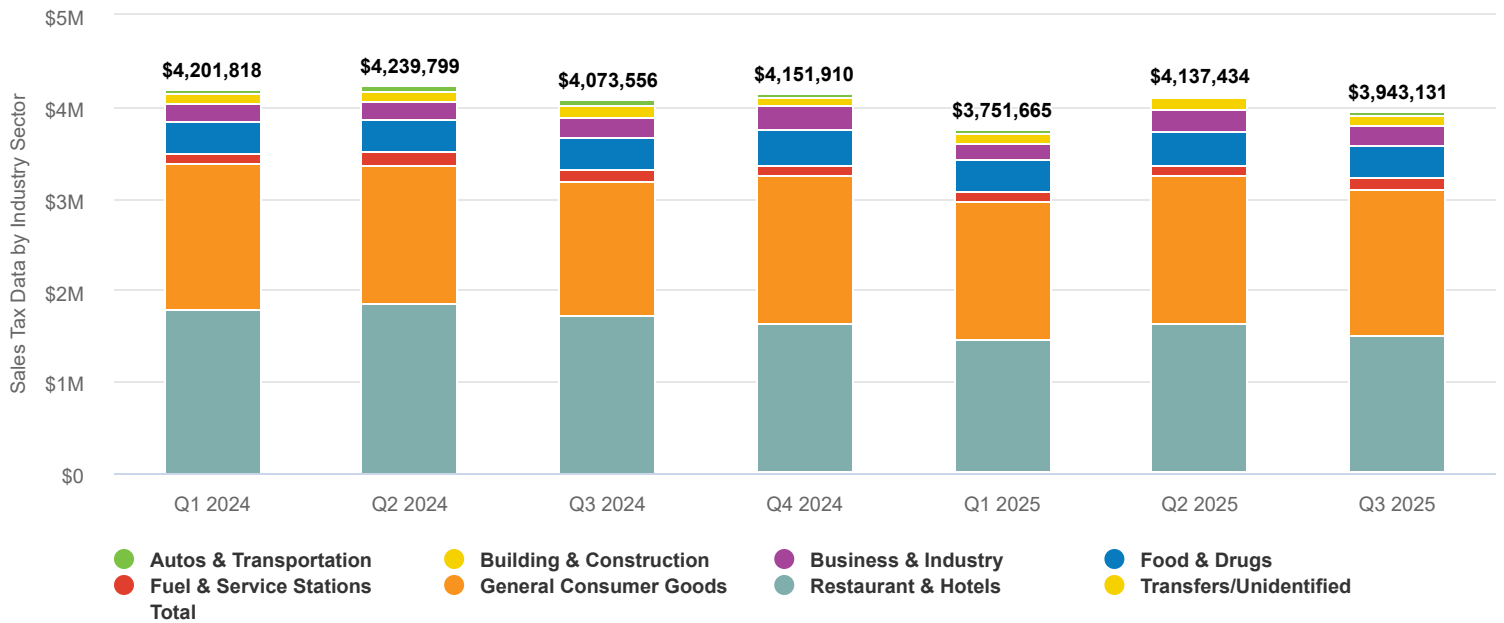
West Hollywood will host a robust mix of thriving small businesses that deliver shared benefits for owners, employees, and patrons.

	%	#
Status Pending	38	3
On Track	25	2
Some Disruption	25	2
Completed	13	1

## Sales Tax Data by Industry Sector (HDL)

Last Update: Jan 23, 2026 01:30:35

### Sales Tax Data by Industry Sector



Source: HDL

### Strategy 2.1

Progress 33%

#### Reduce costs of doing business and barriers to entry for small businesses.

High operating costs pose challenges to all businesses in West Hollywood, but especially small independent enterprises. By relieving cost burden, the City can help these businesses thrive and provide value to the community.



	%	#
Status Pending	67	2
Completed	33	1

#### Action 2.1.1



Ongoing - Jan 31, 2028

Status Pending

Progress 0%

Amend the Public Benefits Policy to allow developers to offer a portion of ground-floor commercial space at a discount. Economic Development Department staff can assist in finding a tenant for such spaces.

#### Action 2.1.2



Ongoing - Jan 31, 2030

Status Pending

Progress 0%

Adopt an office rehabilitation program that incentivizes the upgrade and/or conversion of older office buildings. Incentives may include low-interest financing (via the Economic Development Loan Fund), fee waivers, or permit streamlining.

### Action 2.1.3

Updated on Jun 30, 2025 07:00:01

Ongoing - Dec 31, 2025

Completed

Progress 100%

Amend the city business tax rebate incentive for five-year lease renewals to extend the one-time tax rebate to all businesses, regardless of size, to promote inclusivity and support for the entire business community.

On July 1, 2025, the City expanded business tax credit program for existing businesses who renew their commercial lease for a period of five years or longer. To meet eligibility guidelines, qualifying commercial lease renewals must be signed on or after July 1, 2025 and must meet the following requirements:

- Businesses must renew or extend a commercial lease for five or more years, must be current in its business license tax payments, and must meet compliance with all City regulations and ordinance requirements;
- Applicants will need a fully executed lease agreement (or a signed affidavit confirming a five-year renewal), plus confirmation that City business license taxes have no outstanding debt owed;
- The application must be made within 60 days after the business enters into a lease renewal;
- The applicant is eligible for a credit once every five years per property and business tax credit only applies to the first year of each qualifying five-year renewal or extension.
- Home-based businesses, co-working/shared spaces, and businesses not operating in traditional commercial settings are excluded from eligibility.

### Strategy 2.2

Progress 15%

#### Invest in street activation and placemaking.

Public realm investments create vibrant and attractive spaces, which can draw visitors, promote safety, and support local businesses.



	%	#
Status Pending	50	1
On Track	50	1

### Action 2.2.1



Ongoing - Jan 31, 2030

Status Pending

Progress 0%

Create an Economic Development Loan Fund that strategically deploys City funds to finance place-based investments. An objective set of standards or criteria would need to be determined by the City department that administers the Fund, based on City priorities, to determine eligibility for financing.

### Action 2.2.2



Updated on Dec 31, 2025 08:00:01

Ongoing - Jan 31, 2030

On Track

Progress 30%

Implement public realm improvements in under-visited parts of West Hollywood, including pedestrian improvements.

In November 2025, the City launched its new Winter-themed lighting, which included a custom lighted pole display and synchronized LED string lights on palm trees along Santa Monica Boulevard.

### Strategy 2.3

Progress 53%

#### Strengthen marketing and networking connections among existing business base.

Marketing and networking services help businesses reach a broader audience, foster collaboration, and provide access to existing City (or external) resources, such as partnerships and co-sponsorships with the County of Los Angeles, Los Angeles Economic Development Corporation, and Los Angeles LGBTQ Chamber of Commerce on how to get certified as a Minority Business Enterprise, Woman Business Enterprise, LGBT Business Enterprise, and more.



	%	#
On Track	33	1
Some Disruption	67	2

### Action 2.3.1

Updated on Dec 31, 2025 08:00:01

Ongoing - Jan 31, 2030

On Track

Progress 20%

Partner with service providers to provide low- or no-cost one-on-one business counseling, educational seminars, and other information to local businesses and non-profits on an ongoing basis. This can include but is not limited to partnerships with organizations that work with BIPOC-, women-, and LGBTQ+-owned businesses.

The City hosted two "Know Your Rights" events for businesses and workers to provide resources in response to the immigration enforcement activity. One event was held virtually and one event was held in-person with presentations from the County of Los Angeles, Bet Tzedek, and Public Counsel.

### Action 2.3.2

Updated on Dec 31, 2025 08:00:01

Ongoing - Dec 31, 2025

Some Disruption

Progress 50%

Partner with major event organizers on diversity supplier contracting and subcontracting to position local businesses to become vendors for the 2026 World Cup, 2027 Super Bowl, and 2028 Olympics.

At its November 3, 2025 meeting, the City Council approved a co-sponsorship of California LGBTQ Chamber of Commerce's LGBTQ Procurement Summit at Fiesta Hall for January 2026. The event aims to provide information and resources on the benefits of certification, potential contracting opportunities, and how to leverage LGBTBE certification. The event program will include presentations with representatives from the 2028 Olympics to position local businesses to become a vendor.

Staff continue to participate in meetings with representatives from the 2026 World Cup and the 2028 Olympics to understand how local businesses can get involved with major event activity.

### Action 2.3.3

Updated on Dec 31, 2025 08:00:01

Ongoing - Dec 31, 2025

Some Disruption

Progress 90%

Encourage increased spending through incentive programs (e.g., discount programs, gift card buying programs).




On September 16, 2025, the City launched the WeHo Loves Locals Gift Card Program with a limited-time promotional offer that provided a 50% bonus match on gift card purchases, allowing locals and visitors to extend their spending power at participating West Hollywood businesses. Due to strong community response, the initial bonus match allocation sold out in less than one month.

In recognition of the program's success and the continued need to drive near-term economic stimulus into West Hollywood's business community, the City and Visit West Hollywood strategically realigned a portion of the previously itemized marketing funds to support a second phase of the gift card bonus program, which launched on November 28, 2025.

Goal 3 Progress 23%

### Promote Entrepreneurship

West Hollywood will facilitate creativity, innovation, and business growth.

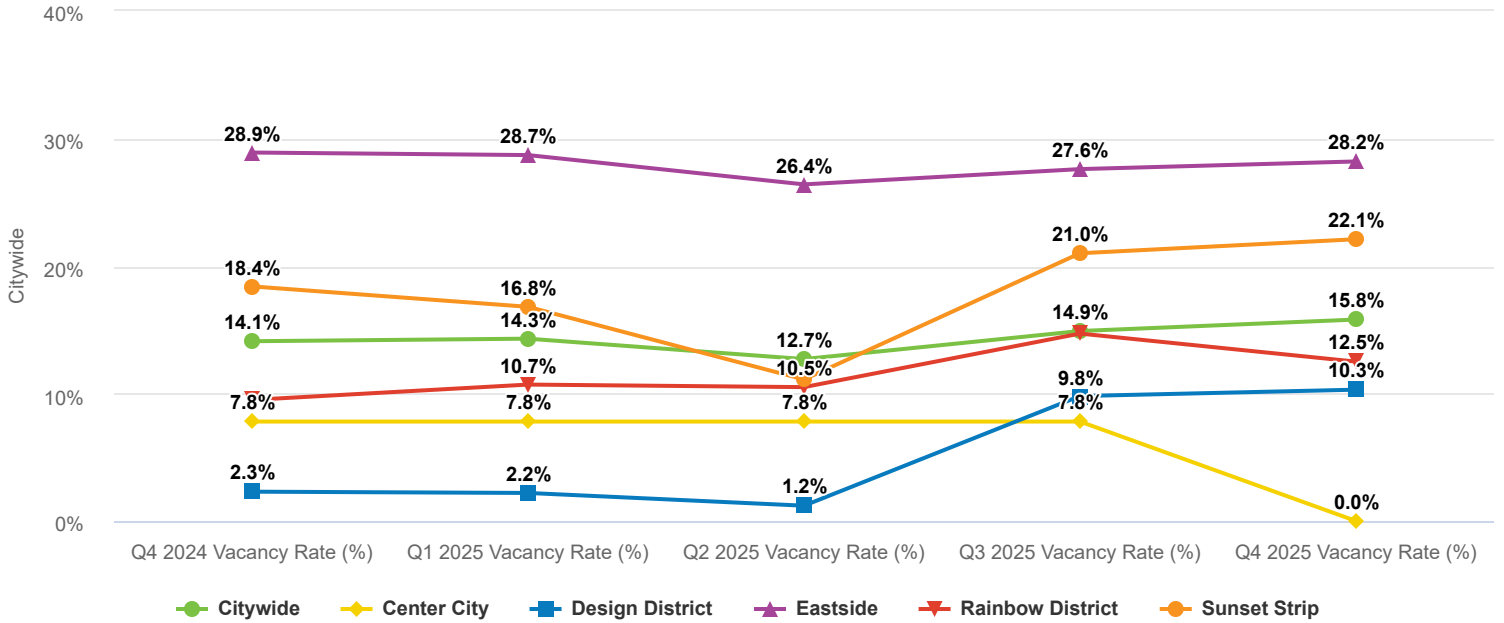
	%	#
 Status Pending	20	1
 On Track	60	3
 Some Disruption	20	1

# Office - Commercial Vacancy by District (Co-STAR)

Owner: Paolo Kespradit

Last Update: Nov 18, 2025 01:30:40

Office - Commercial Vacancy (by District)



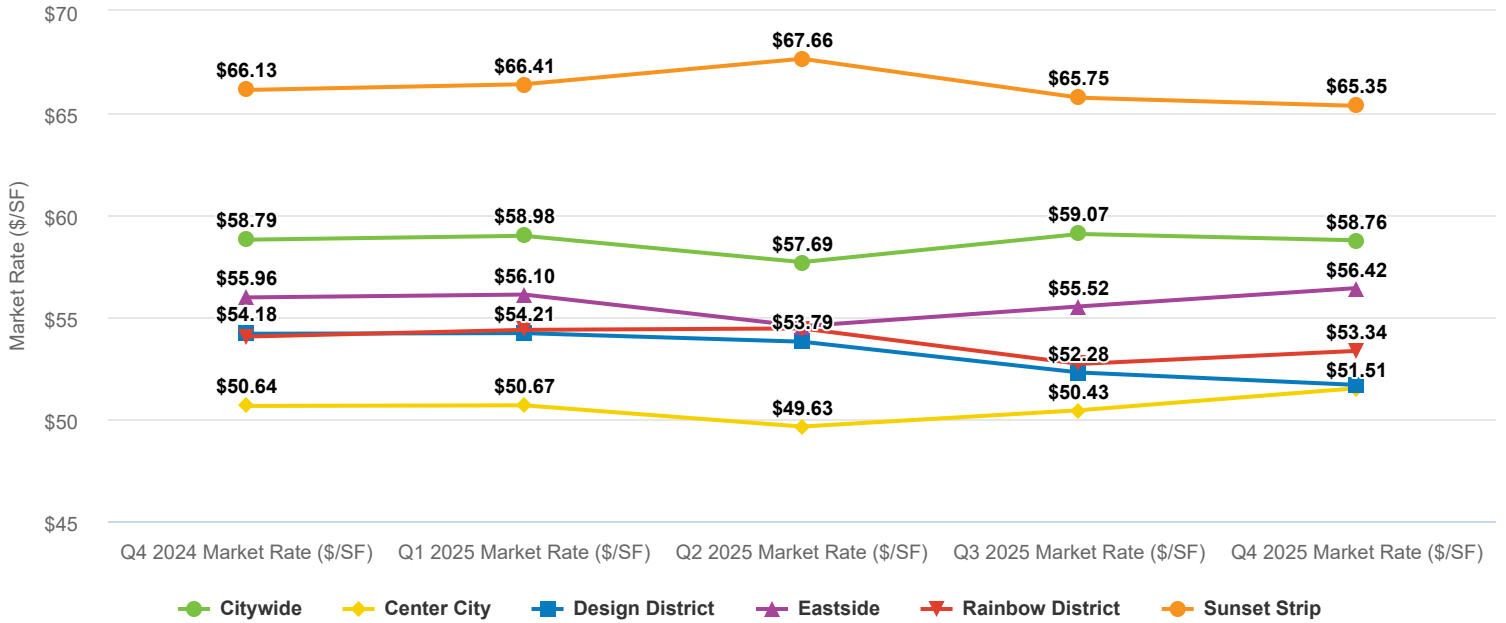
Source: Co-STAR

# Office - Market Rates by District (Co-STAR)

Owner: Paolo Kespradit

Last Update: Nov 18, 2025 01:30:40

## Office - Market Rates (by District)



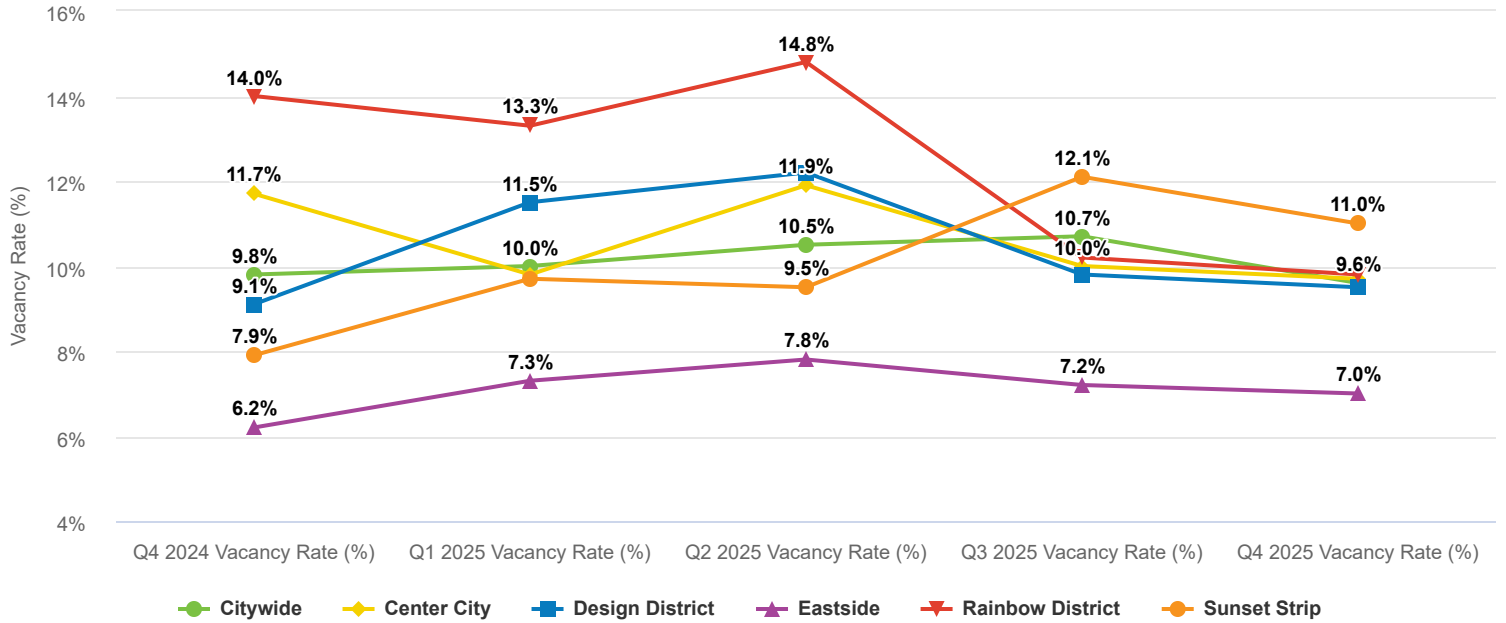
Source: Co-STAR

## Retail - Commercial Vacancy by District (Co-STAR)

Owner: Paolo Kespradit

Last Update: Nov 18, 2025 01:30:40

### Retail - Commercial Vacancy (by District)



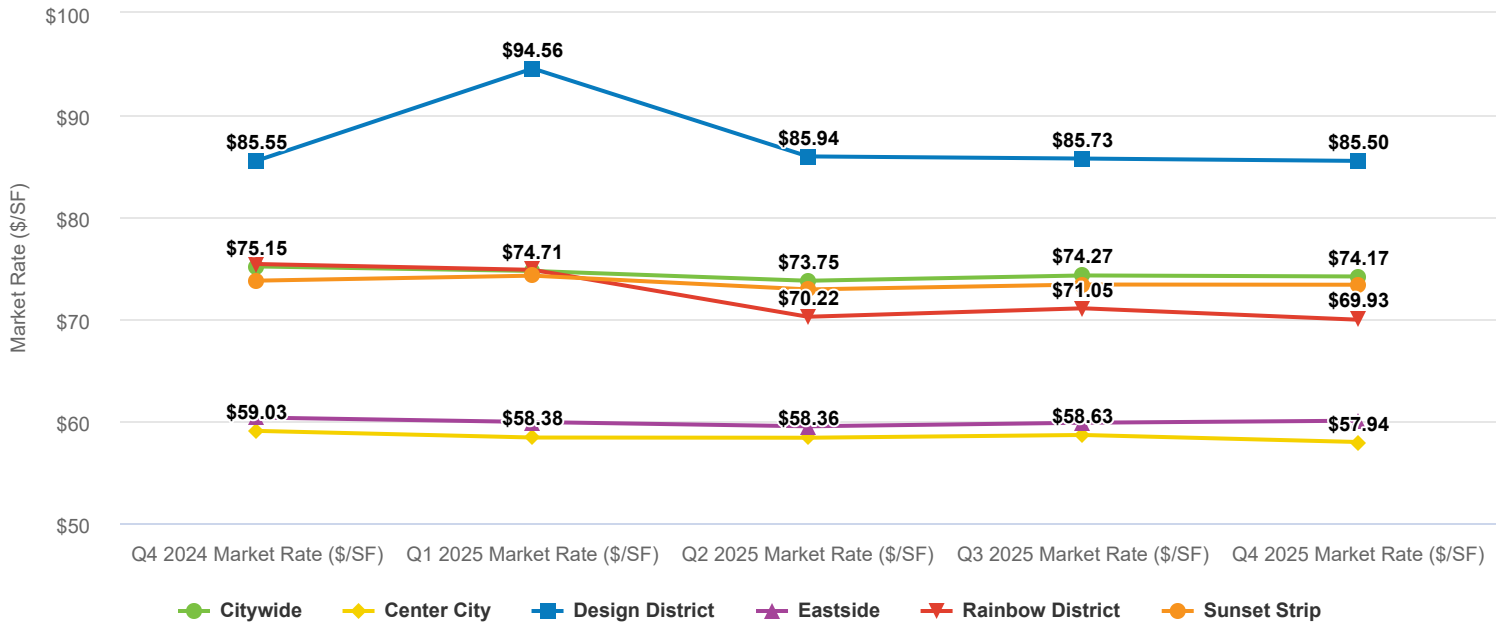
Source: Co-STAR

## Retail - Market Rates by District (Co-STAR)

Owner: Paolo Kespradit

Last Update: Nov 18, 2025 01:30:40

Retail - Market Rates (by District)



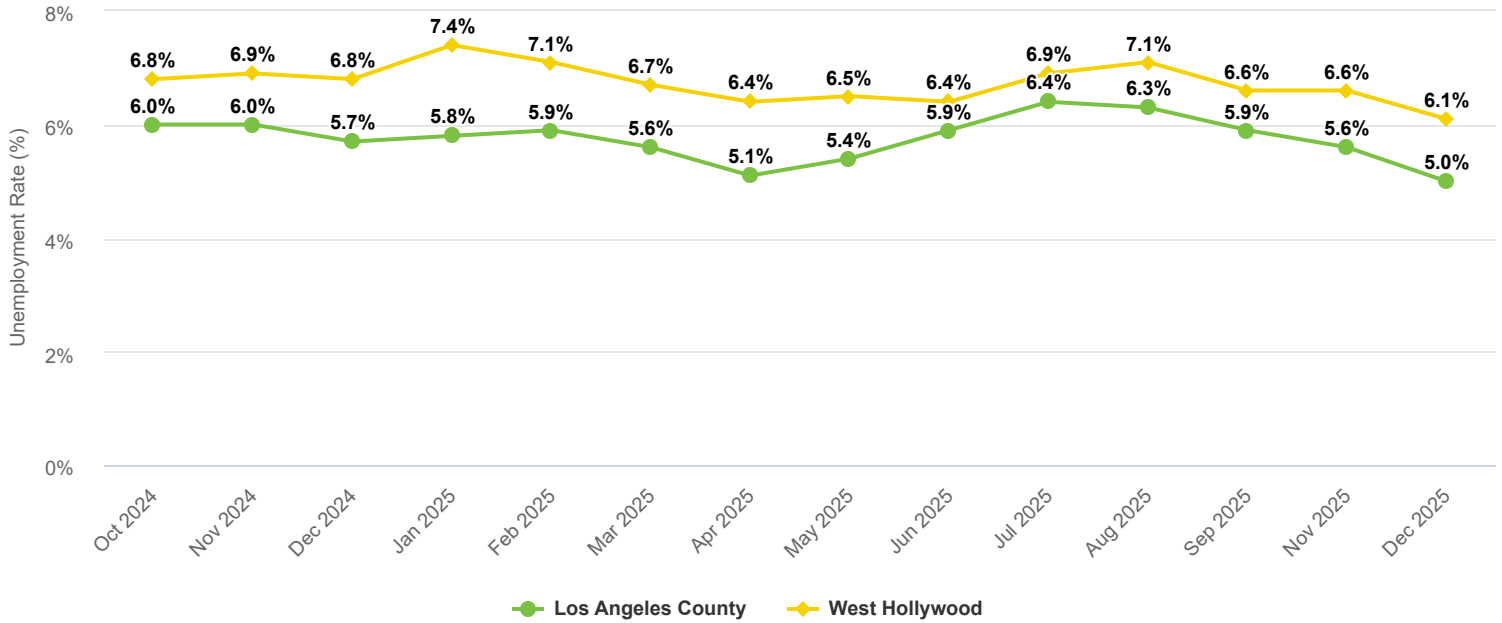
Source: Co-STAR

## Unemployment County vs. City (CA EDD)

Owner: Paolo Kespradit

Last Update: Jan 23, 2026 01:30:35

Unemployment Rate (City vs. County)



Source: California Employment Development Department

### Strategy 3.1

Progress 15%

#### Foster growth in the creative economy.

With its strategic location, West Hollywood is well-positioned to capitalize on growth in media, the arts, film, and other creative sectors. Attracting firms in these areas could unlock growth and reinforce the City's brand.



	%	#
Some Disruption	100	1

#### Action 3.1.1



Updated on Dec 31, 2025 08:00:01

Staff connected with Big Outdoor to facilitate discussions for the Sterling Building on Sunset, which will be home to a future business accelerator program in West Hollywood.

Ongoing - Dec 31, 2025

Some Disruption

Progress 15%

Engage service providers to explore the viability of a business accelerator program in West Hollywood in addition to the health care-focused accelerator program operated by Cedars-Sinai.

### Strategy 3.2

Progress 10%

#### Provide support for pop-ups and other temporary installations.

Pop-ups are a creative way to address ground-floor vacancies, generating unique experiences that activate the public realm, draw visitors, and provide low-cost opportunities for budding entrepreneurs.



	%	#
On Track	100	1

**Action 3.2.1** 

Updated on Dec 31, 2025 08:00:01

Ongoing - Jan 31, 2028

On Track

Progress 10%

Staff have engaged in discussions with potential retail and activation specialists to provide proposals to address commercial vacancy.

Partner with retail and activation specialists to advance short-term vacancy management and long-term tenant recruitment.



**Strategy 3.3**


Progress 30%



**Build entrepreneurial capacity through education, training, and networking.**

Entrepreneurs must be equipped with the skills, resources, and connections needed to thrive in business. The City can position itself as a facilitator of these services to encourage new ventures to start-up, scale, and prosper in West Hollywood.

	%	#
 Status Pending	33	1
 On Track	67	2

**Action 3.3.1** 

Updated on Dec 31, 2025 08:00:01


Ongoing - Jan 31, 2028

On Track

Progress 50%

Staff continues to work with Boundary LA to produce a business development microsite. The project team has completed the design phase for all pages and is working to pull media assets. The microsite is expected to launch by the Winter 2026.

Create an economic development website, working with the Communications Team, which serves as a “digital front door” and centralizes and efficiently communicates information about opportunities, events, programs, and other resources to businesses, entrepreneurs, employees, job seekers, and residents.

**Action 3.3.2** 

Updated on Sep 30, 2025 07:00:01

Ongoing - Jan 31, 2028

On Track

Progress 40%

Staff continue to implement the City Council's approved recommendations for the Rainbow District. At their September 15, 2025 meeting the City Council approved an Agreement for Services with JJLA for Event Production Services within the Rainbow District. The scope of services includes a series of small- to medium-scale events and activations. In September 2025, Visit West Hollywood in collaboration with the City of West Hollywood selected a social media and public relations firm to market the Rainbow District. The Rainbow District social media and web page will launch in Q4 2025.

Expand business outreach with dedicated “liaisons” who support businesses in each of West Hollywood’s various commercial districts.

Staff began its outreach to Eastside businesses and will return to the City Council in Q4 2025 with recommendations on economic development programs for the Eastside.

**Action 3.3.3** 

Ongoing - Jan 31, 2030

Status Pending

Progress 0%

Establish a worker cooperative initiative to assist in ownership conversion strategies to prevent business closures, help home-grown businesses expand, and provide opportunities and wealth creation for all workers, including but not limited to BIPOC, women, and LGBTQ+ workers.