



WEST HOLLYWOOD

a place like no other



West Hollywood
California, 1984

BUSINESS DEVELOPMENT TEAM

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TOURISM IN WEST HOLLYWOOD



1.15

Million Annual Visitors

4,700

Jobs Supported By Tourism

\$750M

Annual Visitor Spending

\$14.1M

Generated in Hotel Taxes

\$3.3M

Generated in Sales Taxes

AVERAGE DAILY SPENDING



\$368 per day for
visitors staying in
hotels

\$197 per day for
visitors staying in
private homes

\$129 per day for
visitors not staying
overnight

MAJOR EVENTS

**HALLOWEEN
CARNAVAL**

500,000
IN ATTENDANCE ANUALLY

**LA
PRIDE**

400,000
IN ATTENDANCE ANUALLY

**SUNSET STRIP
MUSIC FESTIVAL**

10,000
PLUS IN ATTENDANCE ANUALLY

Major Industries

TOURISM

BARS/NIGHTCLUBS

RETAIL

Top 5 Employers

LA COUNTY METRO

TARGET

CITYGRID MEDIA

MONDRIAN HOTEL

HOUSE OF BLUES

BUSINESS IN WEST HOLLYWOOD

New Business Tax Credit:

During the first year of operation in West Hollywood, businesses are not required to pay any taxes. During the second year of operation, businesses receive a 50% discount on their business taxes.

\$1.09B

Retail Sales Annually

23,900

Total Employment

2,800

Businesses

Business Expansion Tax Credit:

Qualifying businesses that choose to renew a lease in West Hollywood for five years or more may be granted a one-time rebate equal to up to \$50,000 in business taxes.

DISTRICT PROFILES

Santa Monica Blvd. (Historic Route 66)

The Western and Mid-City areas of Santa Monica Boulevard are home to celebrity-frequented restaurants, eclectic boutiques, coffee shops, gyms and nightlife establishments. On the eastside you will find Los Angeles' largest Russian speaking community and a bohemian vibe from hipsters in the entertainment/multi-media industries enjoying the deli's, cafe's, and restaurants.

West Hollywood Design District

West Hollywood Design District is 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. The Design District promotes the area as a cultural destination for high-caliber design, art, fashion, dining, and beauty.

Sunset Strip

A world-famous cultural landmark, the Sunset Strip, bordered on the west by Beverly Hills and on the east by Hollywood features an array of world-class hotels, nightclubs, restaurants, shopping and spas. It is also home to music, film and entertainment companies. It's where the industry does business.

WE INVEST IN WEST HOLLYWOOD

City Hall Parking Garage & Community Plaza Project (\$18 Million)

Construction of a 200-car automated vehicle storage and retrieval system as well as approximately 7,000 sq. ft. community plaza and entry area located at 8300 Santa Monica Boulevard.

West Hollywood Park Phase II (\$80 Million)

Creation of a new recreation and community center with an indoor gymnasium and rooftop pools.

Werle Building Construction Project (\$1.2 Million)

Improvements to bring the building into compliance with ADA laws and the creation of a large meeting space.

WEST HOLLYWOOD

DEMOGRAPHIC PROFILE



CITY SIZE
1.9 square miles



DENSITY
18,225 people per sq mi

POPULATION



34,399

27%

OF THE POPULATION FALLS
BETWEEN THE AGES 25-34

WEEKEND POPULATION



80,000



56%
MALE



44%
FEMALE

RACE/ETHNICITY

78%
WHITE



11%
HISPANIC
OR LATINO

5%
ASIAN

3%
OTHER

3%
BLACK OR
AFRICAN
AMERICAN

SEXUAL ORIENTATION



25,511
HOUSEHOLDS



\$52,303

MEDIAN HOUSEHOLD INCOME

36%

OF HOUSEHOLDS MAKE MORE THAN
\$75,000 ANNUALLY

