



West Hollywood California, 1984

BUSINESS DEVELOPMENT TEAM

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TOURISM WEST HOLLYWO

Jobs Supported By Tourism

\$14.1M

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 over night

MAJOR EVENTS

HALLOWEEN

SUNSET STRIP

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, busineses receive a 50% discount on their business taxes.

Total Employment

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.

DISTRICTPROFILES

Santa Monica Blvd. (Historic Route 66)

The Western and Mid-City areas of Santa Monica Boulevard are home to celebrity-frequented restaurants, eclectic Boulevard, bordered on the west by boutiges, 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 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 aray 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.

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







27%
OF THE POPULATION FALLS
BETWEEN THE AGES 25-34







RACE/ETHNICITY

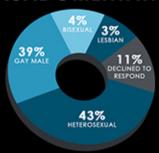
78% WHITE

5%



11% HISPANIC OR LATINO 3% BLACK OR AFRICAN AMERICAN

SEXUAL ORIENTATION



25,511 HOUSEHOLDS



\$52,303

MEDIAN HOUSEHOLD INCOME

36%
OF HOUSEHOLDS MAKE MORE THAN
\$75,000 ANNUALY

