



Research and Economic Development Specialist

Background

The Hollywood Partnership (HP) is a private, not-for-profit 501(c)(6) organization. The HP's mission is to enhance the appeal, vitality, and well-being of the Hollywood community from the ground up. To achieve this mission, the HP deploys programs, activities, grants, and contracts with the aim of promoting community revitalization efforts, quality of life, streetscape improvements, public safety, tourism, economic development, and advocacy initiatives intended to benefit the Hollywood community. The HP was formed in 1996 and manages the Hollywood Entertainment District (HED), one of the first Business Improvement Districts (BIDs) in the state of California. The District stretches along the world-famous Walk of Fame and spans historic Hollywood Boulevard, from the La Brea Avenue Gateway to the Hollywood 101 Freeway. Many of Hollywood's most famous landmarks are in the HED – the epicenter of the entertainment capital of the world and birthplace of the movie industry.

Job Description

This non-exempt position is responsible for coordinating economic development research activities including collection of market data and analyses thereof, building and maintaining a research library and database, producing market reports that provide insights into the built environment and the people that occupy it, responding to research requests and supporting economic development and advocacy activities.

This position supports the VP of Economic Development and the organization's strategic plan, *Hollywood in Focus*. This position will report to the VP of Economic Development.

Essential Tasks and Responsibilities

Data Management

- Research, retrieve and manage data, conduct data analysis, and contribute written content and design direction for the visual display of quantitative and qualitative findings for the State of Hollywood and quarterly market reports, including but not limited to the following databases:

- Area development Projects
 - Ground floor retail tracking by category (restaurants, retail, etc.)
 - Sales volumes (trends by category and area)
 - Transit, pedestrian, and traffic counts
 - Census information and area demographics (residents and workers)
 - Visitor counts for main attractions and events
 - Office space (gross, vacant, Class A, B & C)
 - Retail space (gross, vacant, type)
 - Lease rates & land prices
- Maintain and update the HP's real estate market conditions database and the HP's pipeline development project database for the multi-family, office, and hotel development sectors, respectively.
 - Maintain the retail tracking database and manage the retail tracking strategy in collaboration with the Community Ambassadors team, the VP of Place Management, and the VP of Communications.
 - Maintain database and files on Hollywood that will support the marketing of office, residential and retail space within the HED and other advocacy initiatives intended to improve and benefit the Hollywood community.
 - Serve as a point of contact for research partners at local, regional, and national firms that oversee and maintain real estate data tracking, tourism data tracking, and other related fields. Maintain and update inventory of these contacts.
 - Serve as a primary user of third-party data tracking technologies subscribed to by the HP, such as demographic reporting platforms, pedestrian tracking platforms, real estate tracking platforms, etc.
 - Provide mapping support via GoogleMaps, CoStar, and other subscription-based platforms.

Research

- Develop familiarity with local, regional, and national resources in commercial real estate and urban development that can provide reliable sources of research data and related information that supports economic development in the Hollywood area of Los Angeles, CA.

- Monitor trade publications, newspapers and magazines for relevant topical information and document, as necessary.
- Monitor new/existing research, collect market data, and maintain files on relevant market and economic development information from other downtowns/related markets throughout the US and internationally.

Economic Development | Assistance

- Work with various governmental agencies on research projects as needed.
- Provide research for various internal and external requests and reply in a timely manner.
- Perform updates on research as requested or needed.
- Track for statistical reporting the number of data requests received from public or stakeholders.
- Share results with internal groups to assist them in planning communication activities.
- Prepare data for marketing or communications efforts as needed.

Other Duties

- Support the Placemaking Manager in their maintenance of the pedestrian tracking technology and other technologies installed across the district that provide a data to the organization.
- Monitor, maintain and update all appropriate research data and market information on organization's website or other areas to be determined.
- Perform such other tasks, activities or functions as may be assigned that support the mission of the HP.

Position Specifications

- Individual will preferably have four-year college degree; previous work experience related to real estate and/or marketing research/data collection, excellent writing skills and is detail oriented.
- Experience working with MS Excel required, and various databases preferred.

- Excellent communication skills, written and verbal, are required.

Position Environment

Hollywood is a high energy, culturally diverse area. The Research and Economic Development Specialist is a primarily remote position, with the option to occasionally work out of the HP administrative office in a fast-paced, deadline-driven environment. The individual will interface with business and property owners, residents, community members, government staff, vendors, and professional service providers. The HP is an equal opportunity employer and is committed to complying with State and Federal laws including fair employment practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

To Apply

To apply for this position, please send a detailed resume and cover letter that addresses similar research-oriented experience to Davon@hollywoodbid.org. Please, no phone calls or walk-ins. Position open until filled. Compensation dependent upon experience and qualifications. Hiring range is \$30-\$40 / hour for up to 40 hours / week.