



**OVATION**  
HOLLYWOOD

6801 Hollywood Blvd. Los Angeles, CA 90028

# Welcome to Hollywood

The shopping mall and entertainment center now known as Ovation Hollywood sits at the intersection of Hollywood Boulevard and Highland Avenue in the Hollywood district of Los Angeles and is at the nexus of the Hollywood Walk of Fame, the TCL Chinese Theatre as well as the El Capitan Theatre.

Since its inception in 2001, Ovation Hollywood has transformed into a successful 463,000-square-foot, five-story outdoor destination featuring shopping, dining, and entertainment, welcoming more than 25 million visitors annually.

The property is currently owned by Gaw Capital USA and DJM Capital Partners.

OVATION  
HOLLYWOOD





LOEWS

OVATION  
Hollywood Starts Here

TREND HERE TREND HERE TREND HERE

PINK

VICTORIA'S SECRET

REASONABLE DOUBT



## The Heart of it All

Los Angeles' top three photo destinations are steps away from Ovation Hollywood



01



03

## The Red Carpet Starts Here

Home of the Academy Awards



02

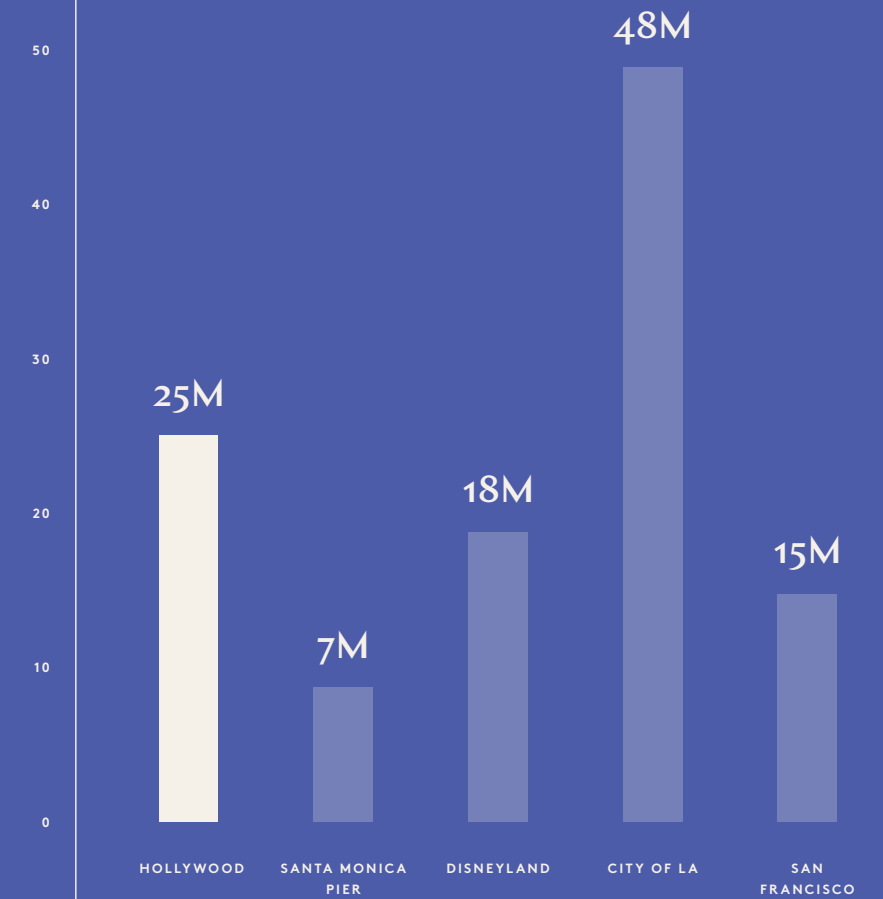
JUST STEPS AWAY FROM

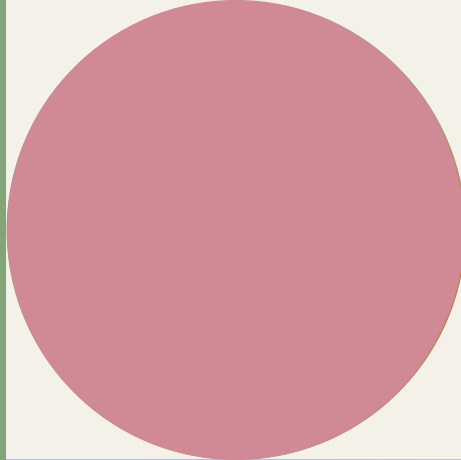
01 The Walk of Fame

02 The Hollywood Sign

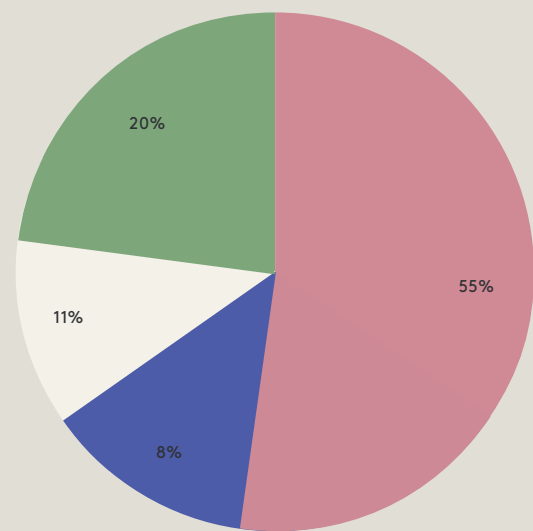
03 The TCL Chinese Theatre

25 Million Visitors to Hollywood, CA





## A Growing Neighborhood



Resident Age

■ Millennials (22-39)  
 ■ Boomers (55-74)  
 ■ Gen Xers (40-54)  
 ■ Gen Z (15-21)

# 31%

RESIDENT POPULATION GROWTH (2000-2016)

# 50%

PROJECTED RESIDENT POPULATION GROWTH BY 2022

# 5,100+

RESIDENTIAL UNIT GROWTH (2015-2022)

# 100

ANNUAL SHOWS AT THE HOLLYWOOD BOWL



# 250

ANNUAL SHOWS AT THE PANTAGES THEATRE



# 52+

ANNUAL RED CARPET EVENTS

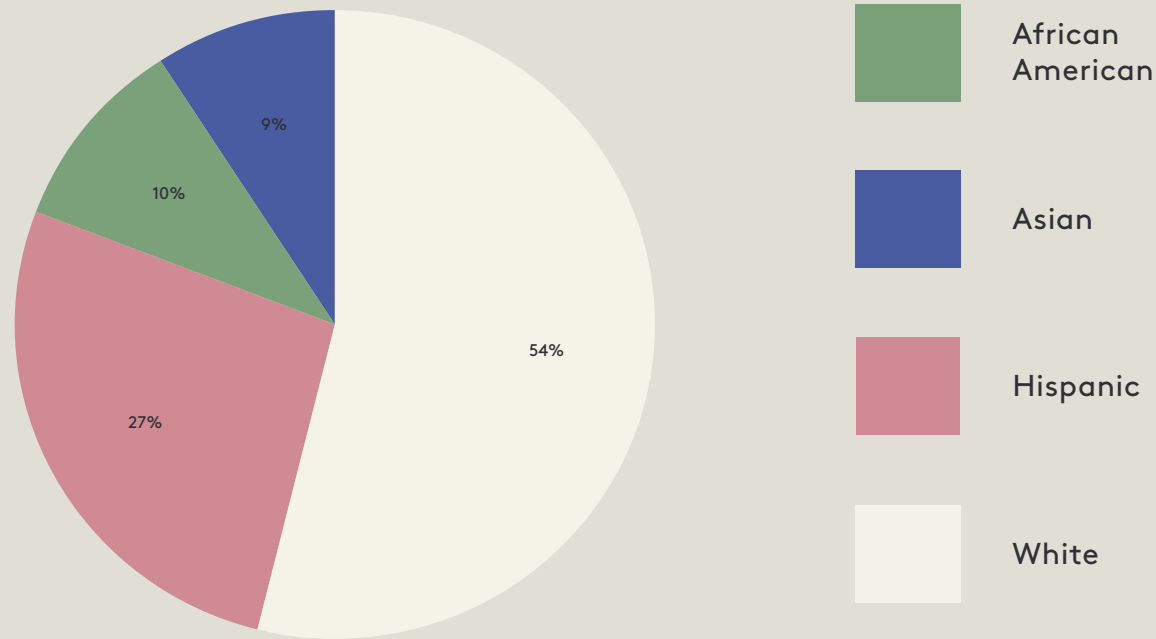
# 250

ANNUAL SHOWS AT THE DOLBY THEATRE



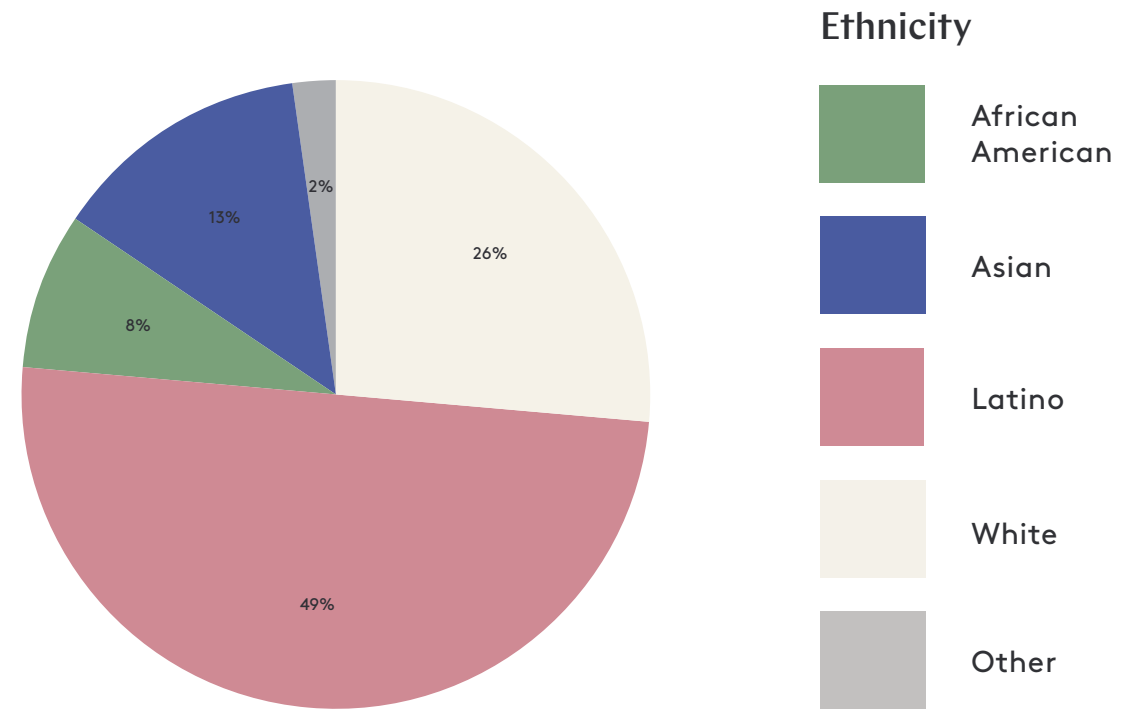


# Customer Profile



Source: Placer 2021

# Trade Area



Source: Census 2019

## Customer Mix

### 72% LA Residents

Includes 6% of workers in area

### 28% Tourists

6% Californians, 11% Domestic, 11% International Visitors

## Gender

### 64% Female

Female

### 36% Male

Male

## Age

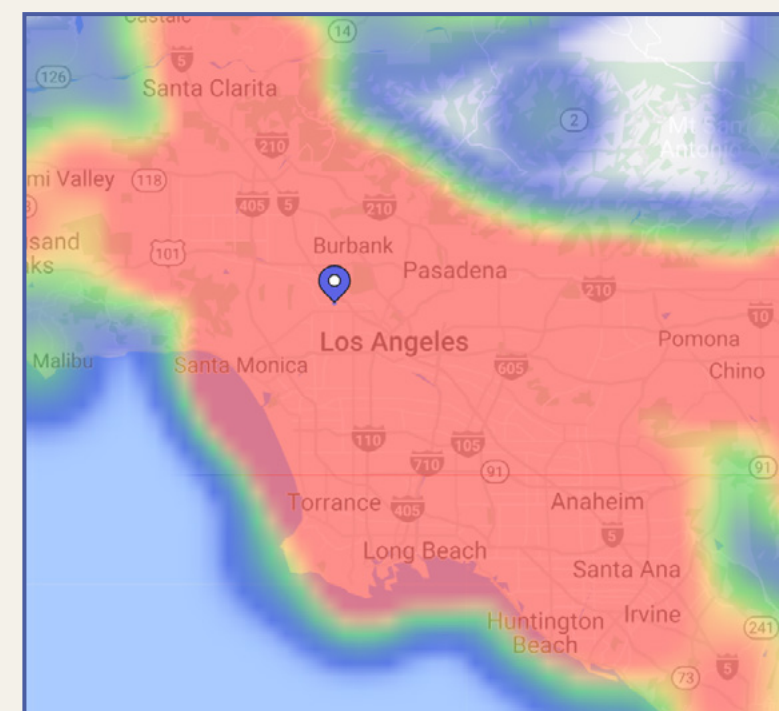
### 60% Age 18 -34

Age 18 -34

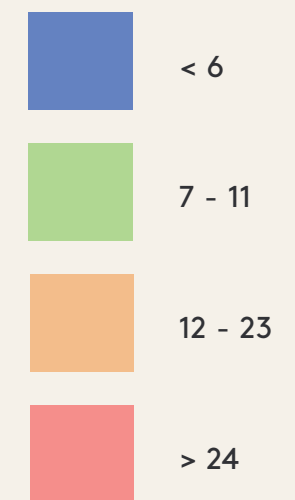
### 32 Median Age

Median Age

Source: Placer 2021



## Number of Visits



Source: Placer 2021





1.3M

Annual Riders at Hollywood & Highland Metro Stop



90k

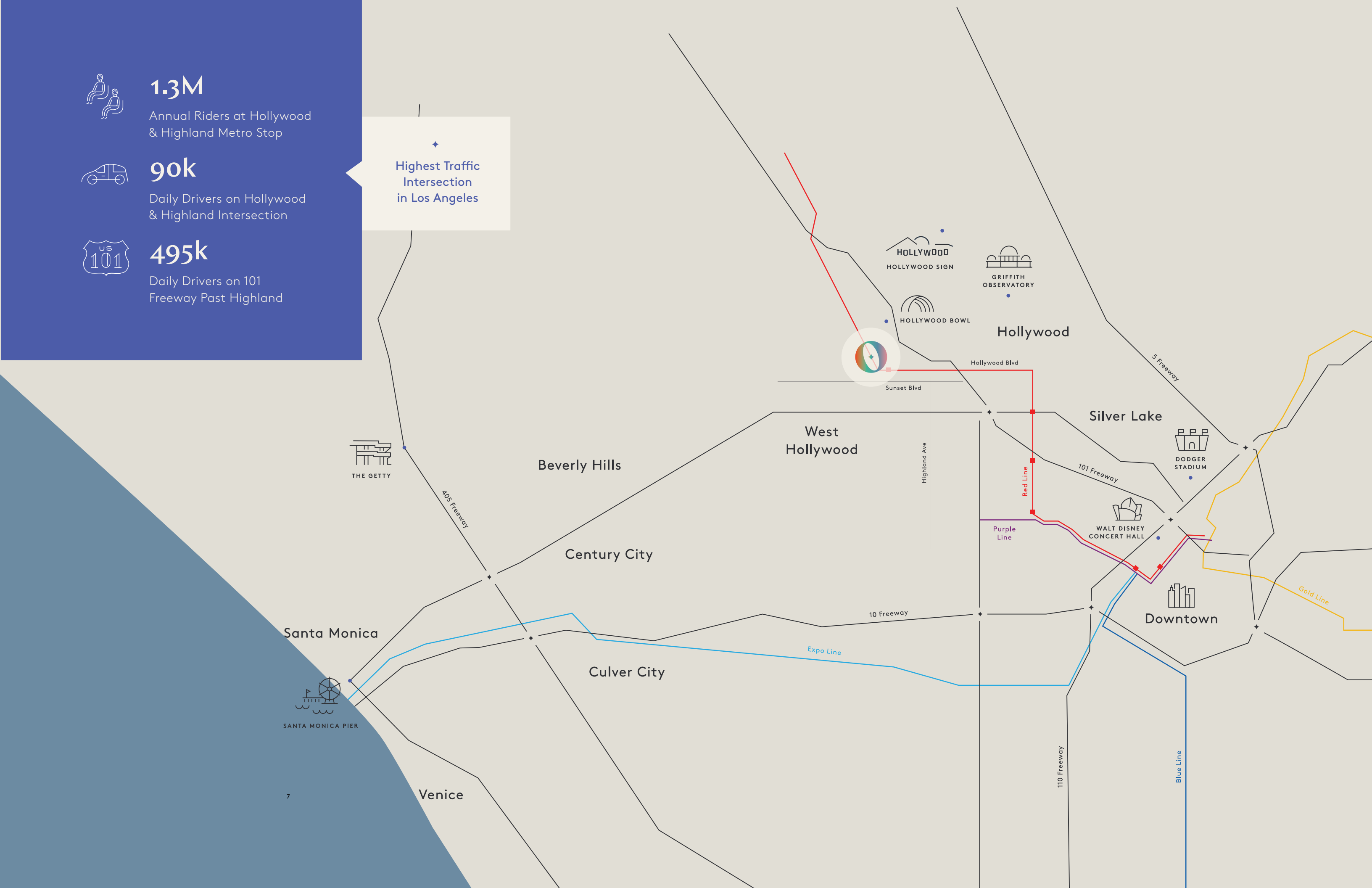
Daily Drivers on Hollywood & Highland Intersection



495k

Daily Drivers on 101 Freeway Past Highland

Highest Traffic Intersection in Los Angeles



# Repositioning of Hollywood & Highland into Ovation Hollywood

DJM and GAW Capital acquired Hollywood & Highland and completed a \$100M 30-month repositioning of the 463,000 sq ft project. DJM and GAW converted nearly 30% of the project GLA into office (most of levels 4 and 5) and took the project through a complete physical reposition.

The Hollywood & Highland of the past is now transformed into a vibrant mixed-use project embodying the intersection of Old Hollywood and New Media.

## Highlights:

- Acquired in July 2019
- \$100M Redevelopment Effort Underway
- Updated Architecture and Design
- Conversion to Mixed Use
- Re-brand and Re-merchandising

## Focus Areas:

- The Grand Stairs
- The Center Courtyard
- The Tower + Arch
- The Lookout
- Exterior Facades

### Tenants of Ovation Hollywood:



# Ovation Hollywood: Property Renderings



# The Tower + Center Courtyard





The Grand Stairs





The Lookout



# Exterior Facades

Hollywood Blvd. & Highland Ave.





# Marketing & Programming

Ovation Hollywood's creative placemaking provides multiple opportunities to activate programming throughout many of our redesigned spaces.

We drive foot traffic to our property with events that celebrate our communities, omnichannel marketing that engages our followers, and activations that support our tenants - all led by our in-house marketing team.



# Total Retail

240,000 sq ft

# Creative Office

150,000 sq ft

# Event Space

40,000 sq ft

# Events

400 + Annually

# TCL Theatre

6 Screens

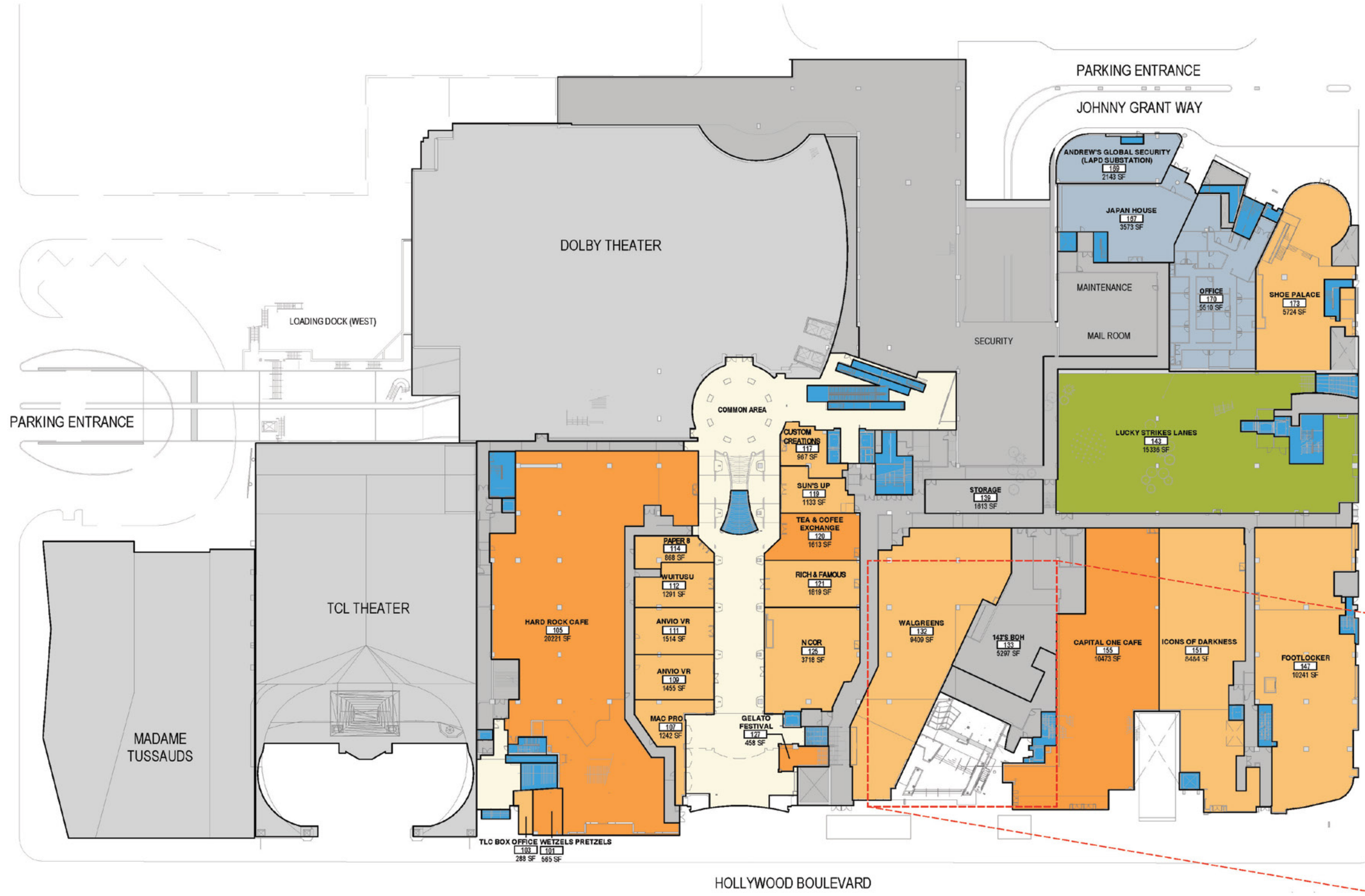
# Identity

25 Million Annual Visitors

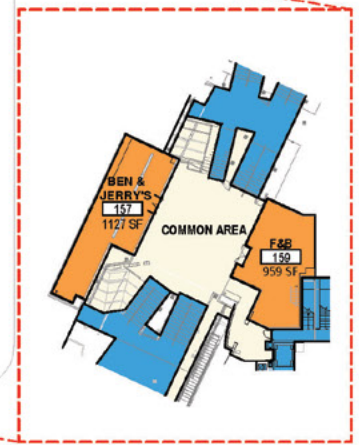
# Hollywood, CA

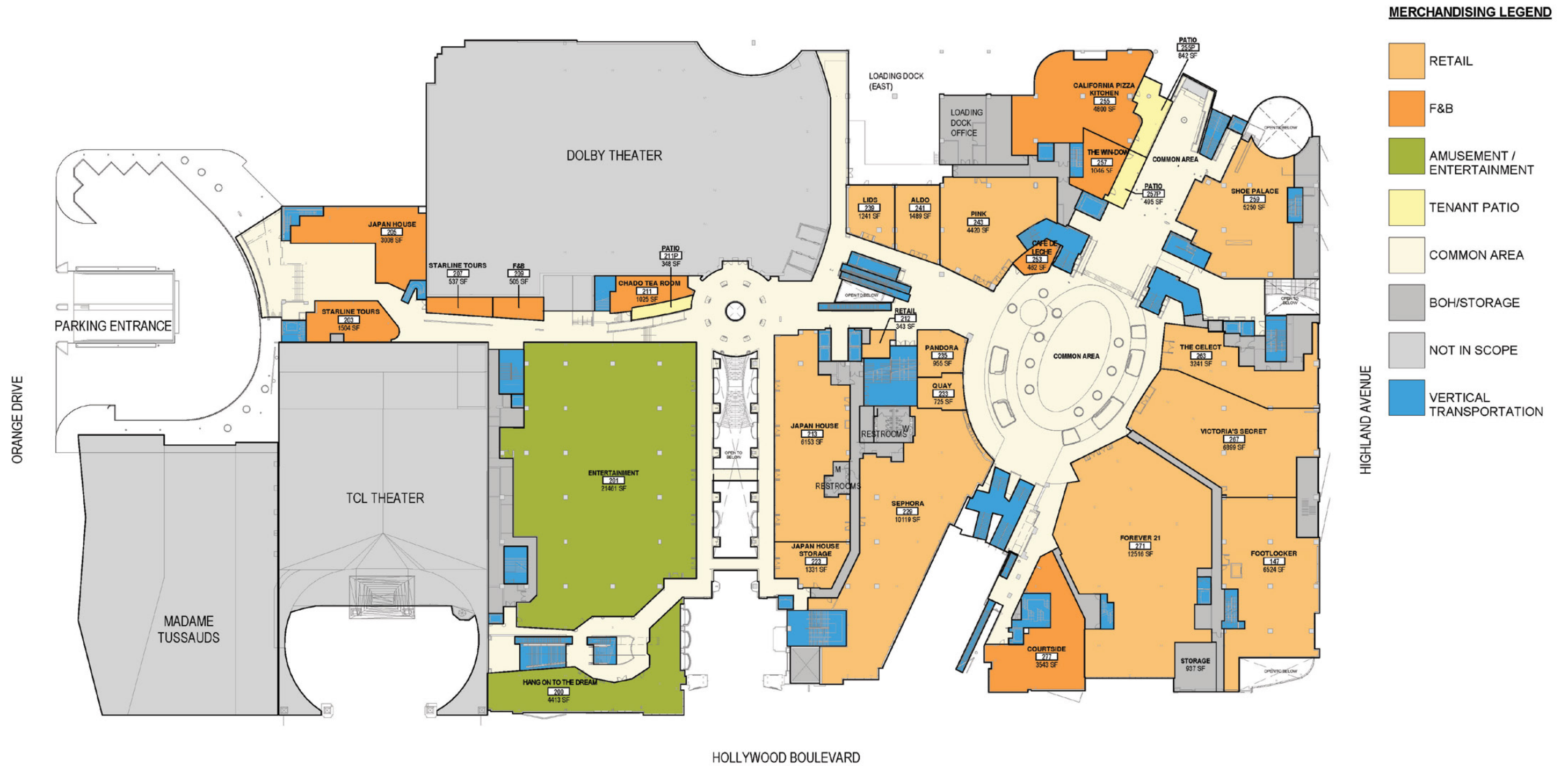
At Los Angeles' Iconic  
Hollywood and Highland Intersection



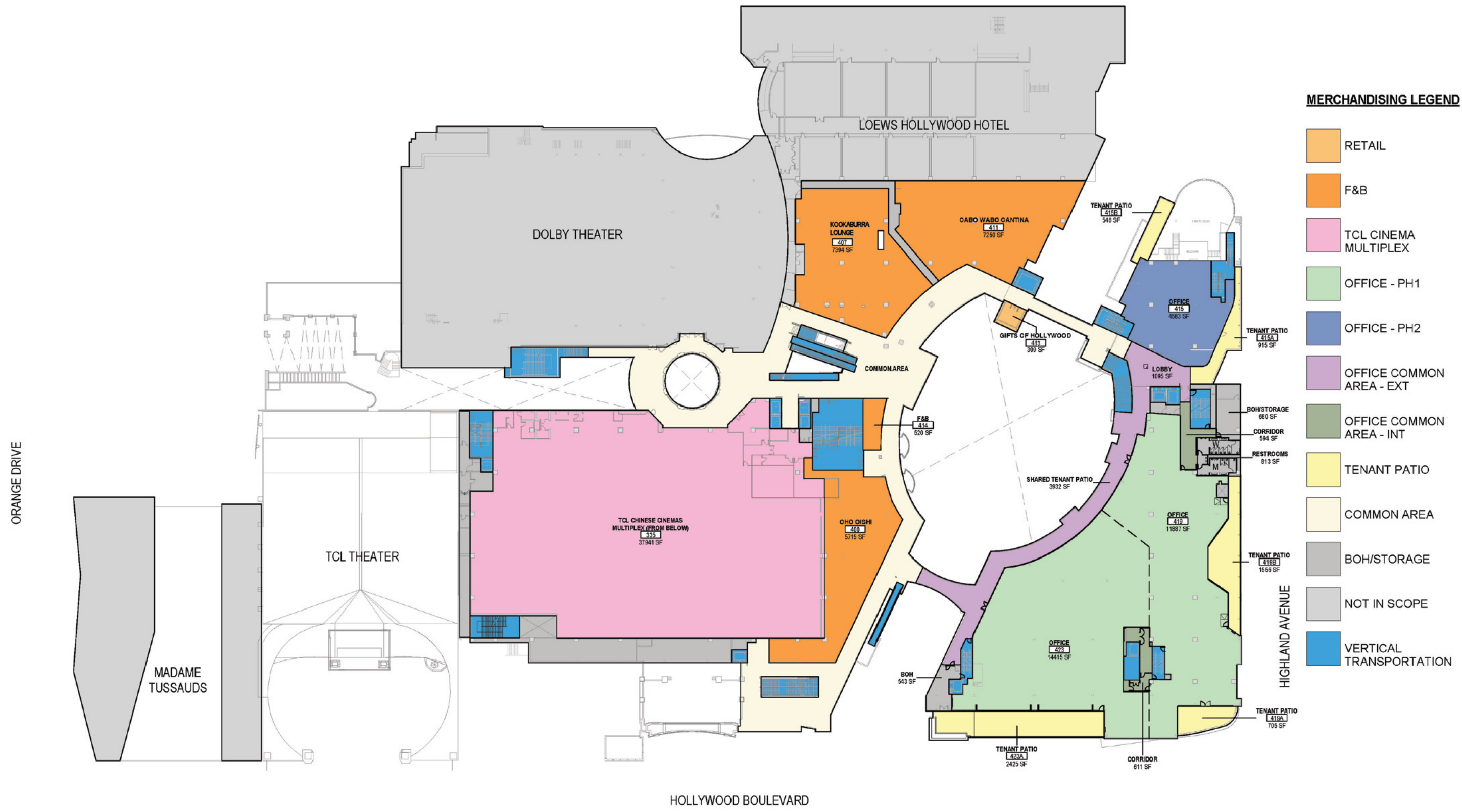


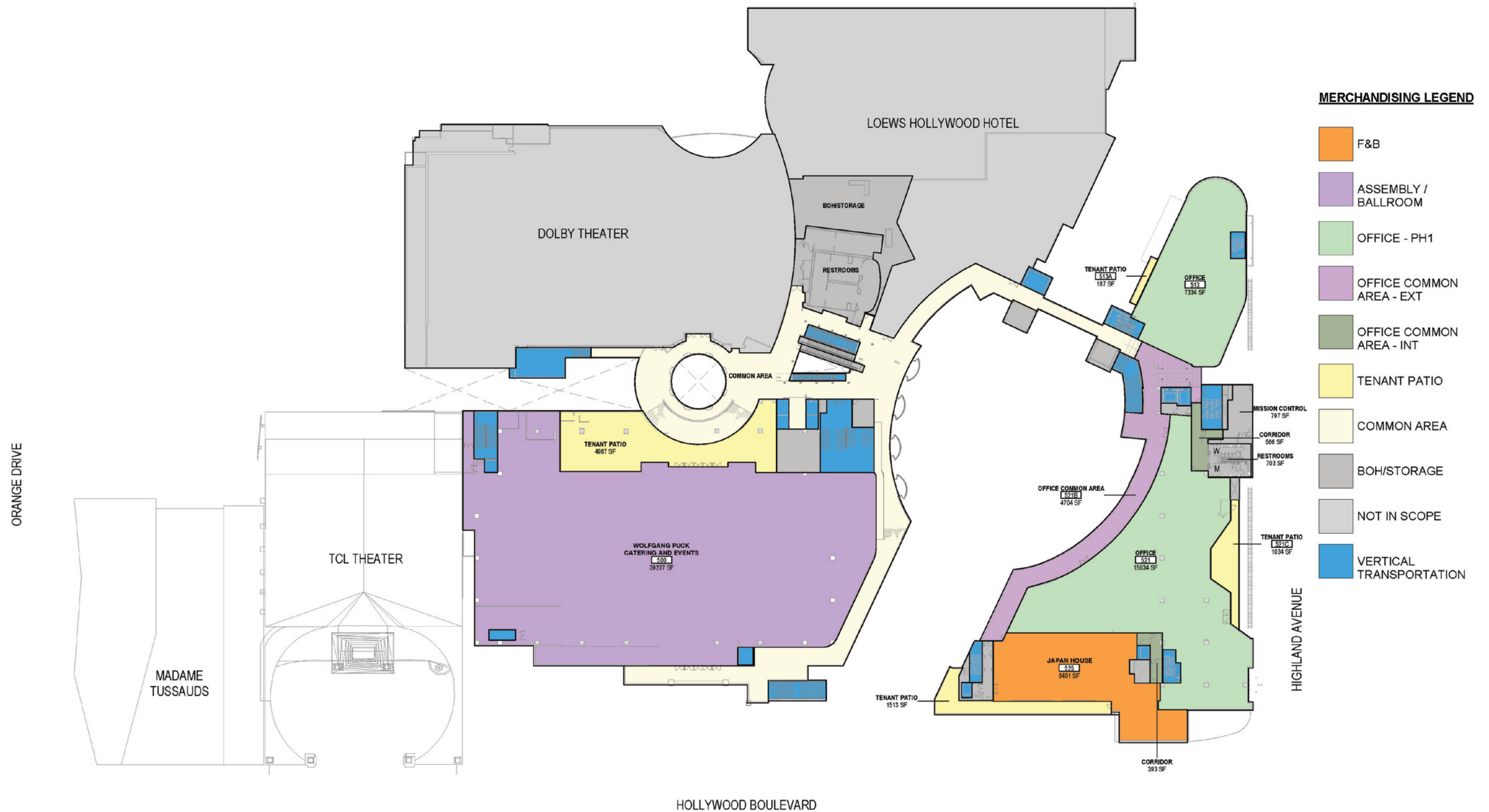
- MERCHANDISING LEGEND**
- RETAIL
  - F&B
  - EXISTING OFFICE
  - AMUSEMENT / ENTERTAINMENT
  - COMMON AREA
  - BOH/STORAGE
  - NOT IN SCOPE
  - VERTICAL TRANSPORTATION











Now  
Open



## NEZA

NEZA, a Mexican-family-owned business that is carrying on the tradition of Mexican food in Los Angeles. They cook using traditional recipes in the most natural, fresh, and authentic way possible. Their menu is a variety of burritos, wraps, sides, and freshly made aguas frescas and is an exciting new offering for our Dining Deck.

Coming  
Soon



## Café De Leche

Café De Leche is inspired by Nicaraguan instant coffee, "presto". In order to prepare un 'Café de Leche' you much use instant coffee, milk, and a bit of sugar. The aroma of the coffee flirts with your senses and creates a feeling of comfort, a feeling of home, a sense of family. The Schodorf family hopes Café de Leche brings the same feeling of happiness and family to everyone through their small batch, hand crafted coffee.

Coming  
Soon



## BOPOMOFO

BOPOMOFO is a bi-cultural café that seeks to represent this nostalgia and foundation with high-quality ingredients, homemade items, and an influence from both Asian and American backgrounds. Through elevated food, beverage, service, and design they seek to inspire and uplift the local community. They offer drinks that use only fresh, real ingredients, and food items that celebrate their bi-cultural upbringing.



Thank you, thank you.

CONTACT

Leasing  
[leasing@ovationhollywood.com](mailto:leasing@ovationhollywood.com)

**DJM**