



Westwood Village



2025 ANNUAL REPORT

Evening Strolls
Twinkling Lights
Family Dinner
Girls Night
Bruin Spirit



Table of Contents

Executive Director Summary

Business Improvement

District Operations

Marketing & Communications

Placemaking & Programming

Research & Advocacy

Business Development

Leadership

Letter from the Executive Director

As we reflect on an extraordinary year for Westwood Village, I am proud to share the tremendous progress we made together in 2025 and the strong foundation we are building for 2026 and beyond. This year was defined by activation, collaboration, small business growth, and meaningful investment in the future of our community.

One of our most significant milestones was celebrating the first anniversary of Broxton Plaza. What began as a reimagined public space has quickly become a dynamic gathering place for the entire community. In 2025 alone, the WVIA produced nearly 100 events — from wellness classes and children's programs to live music, outdoor movies, roller skating, vintage markets, and our first-ever Beer Garden during Oktoberfest. These activities brought thousands of people into the Village and reinforced Broxton Plaza's role as a vibrant cultural hub.



Supporting this growth, our Ambassador Team established a new centrally located headquarters at 1036 Broxton Avenue. This move has enhanced our ability to manage daily plaza operations, assist visitors, coordinate events, and maintain a clean, welcoming district. New branded push carts, improved signage, and an on-site kiosk have further strengthened visibility, service delivery, and the Village experience.

Addressing homelessness with compassion and coordination also remained a top priority. In close partnership with LAHSA, First Day, and Council District 5, we helped transition several individuals into interim housing, reunite others with family, and continue supporting additional placements expected by year's end. This effort is part of a broader initiative to protect the safety and accessibility of public spaces, ensuring they remain usable and welcoming for everyone.

Improving access to the Village was another major focus in 2025. The launch of the \$6 After 5 Parking Program created a more affordable and predictable parking option for evening and weekend visitors. The program offers a flat \$6 rate after 5:00 p.m. on weekdays and all day on weekends at Lot 39 (near the Chick-fil-A) and Lot 36 (near the Geffen Academy). To support this initiative, 12 new public parking signs were installed across Westwood Village to improve wayfinding and visibility of available lots.

This year also marked unprecedented progress in research and advocacy. Through four major studies with UCLA Luskin School of Urban Planning, Anderson School of Management, Bruin Consulting Group, and Bear Consulting Group, we gained valuable insights on Broxton Plaza's impact, retail strategy, student engagement, and marketing opportunities. These findings will guide WVIA initiatives for years to come.

Our commitment to beautification continued with the trimming of more than 400 trees and year-round maintenance of 155 illuminated street trees across the district. This work improves both safety and the pedestrian environment. We also advanced our Comprehensive Public Art Program, including plans for a new large-scale sculpture and murals. This effort represents an important step toward enhancing the cultural identity of Westwood Village and creating an even more vibrant and visually engaging public realm.

The continued rise in small-business activity is one of the clearest indicators of Westwood Village's positive trajectory. This year, we welcomed 15 new businesses, ranging from restaurants and cafés to fitness studios, retail shops, and creative spaces. With even more openings planned for 2026 — including Raising Cane's, Milksha, Sana's Café, Chill Since '93, the new AT&T Store, and the anticipated reopening of the Bruin Theatre — the Village's commercial landscape continues to diversify and grow stronger.

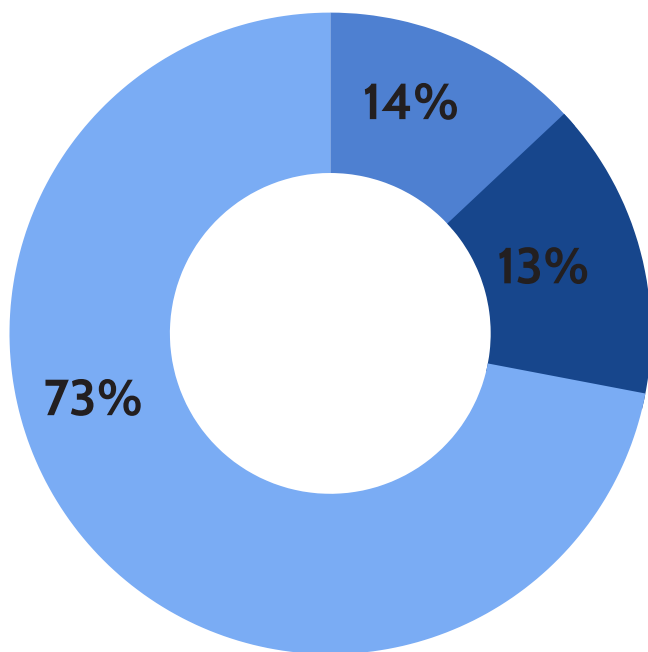
We will continue expanding community events, improving access and mobility, supporting small businesses, strengthening public space management, and advancing cultural and placemaking initiatives. Thank you for your continued partnership. Together, we are shaping a thriving, inclusive, and dynamic Westwood Village.

Michael Russell
Executive Director
Westwood Village Improvement Association

Business Improvement

The Westwood Village Improvement Association (WVIA) is a 501(c)3 non-profit organization with a mission to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The Business Improvement District (BID) is a property-based assessment district, meaning owners of property pay assessments based on the size of their parcels, the square footage of their buildings, street frontage, and zone.



Budget Allocation

Clean, Safe, & Beautiful - 73%

Communication & Development - 14%

Management - 13%

20,000
Employees in
Westwood Village

130,000
Daytime
Population

6M+ SF
of Retail and
Office Space



WESTWOOD

BUSINESS IMPROVEMENT DISTRICT

Not To Scale

KEY:

- Zone 1
- Zone 2
- BOUNDARY
- R-3 ZONED R-3 RESIDENTIAL NOT ASSESSED



District Zones

Zone 1

Encompasses the heart of Westwood Village, featuring the highest concentration of retail establishments and dining options within the district. This area experiences the greatest pedestrian activity, reflecting its vibrant mix of shops, restaurants, and entertainment venues. As a result, Zone 1 demands a higher level of clean and safe services to maintain its welcoming environment.

Zone 2

Includes the Wilshire Corridor and Hilgard Avenue, characterized primarily by high-rise office buildings and professional services. This zone sees less pedestrian traffic compared to Zone 1 but remains an essential part of the district, catering to workers, visitors, and residents in the area.



About Westwood Village

Westwood Village is a lively, pedestrian-first district that blends historic character with new public spaces and year-round programming, attracting students, residents, and professionals alike. Adjacent to the UCLA campus, the Village offers a diverse mix of restaurants, shops, and cultural destinations, anchored by the activation of Broxton Plaza as a central gathering place.

Home to more than 200,000 residents within a three-mile radius, Westwood Village also supports a strong daytime population from nearby Wilshire Boulevard offices and UCLA. Consistent daily foot traffic, combined with frequent events and community activations, makes the Village an active destination for dining, entertainment, and shopping.



All roads lead to Westwood Village

In 2025, Westwood Village strengthened its role as a vibrant, walkable hub for culture, food, retail, and community. The opening and full-year activation of Broxton Plaza, nearly 100 events, and strong partnerships with UCLA and local organizations brought people together through markets, music, wellness, and seasonal celebrations. More than a destination, the Village continued to grow as an active, people-first neighborhood.

District Operations

It is the mission of the WVIA to create and maintain a district that is clean, safe, and beautiful. To meet this goal, Ambassador teams are in the district seven days per week picking up trash, removing graffiti, pressure-washing sidewalks, and completing special projects. WVIA Ambassadors regularly engage with our merchant community and share their extensive knowledge of the district to assist Westwood visitors.

Westwood Ambassador services play a crucial role in our community. The WVIA Ambassador teams provide clean, safe services while taking every precaution to ensure the safety of our teams, residents, workers, and visitors.

Westwood Village is a popular destination that attracts thousands of visitors daily. Maintaining the beauty of the district is a top priority for the WVIA, which undertakes projects aimed at enhancing the quality of life in our area. This includes tasks such as improving lighting, trimming trees, maintaining landscaping, and keeping our sidewalks clean.

23,294 – number of trash cans emptied

Our Clean Team helps maintain the cleanliness of Westwood Village. At a minimum, Ambassadors empty 110 trash cans on a daily basis.

2,978 – graffiti, stickers, flyers removed

Graffiti, stickers, and flyers pollute the streets. The Ambassadors aim to remove them within 24 hours.

1,738,546 – sq ft of sidewalks pressure-washed

Clean sidewalks are essential to the quality of life in Westwood Village. The Clean Team pressure-washes every area of the sidewalk at least once per month, with some areas being cleaned more frequently, like Broxton Ave and Broxton Plaza.

454 – hours of special projects

In addition to general cleaning tasks, the Ambassador teams complete special projects, including painting and securing district infrastructure, assisting with WVIA events, cleaning storm drains, tree watering, and tree well maintenance.

4,192 – social outreach contacts

The WVIA team includes a dedicated outreach coordinator who works to connect our most vulnerable population to services and housing. In 2025, our team distributed numerous hygiene kits and food kits and helped obtain identification for individuals.

Number of Ambassador Service Contacts

28,736

Hospitality & Parking Assistance

10,096

Merchant Assistance & Business Check-ins



Outreach & Homelessness Response



Addressing homelessness remained a central focus for Westwood Village in 2025, reflecting WVIA's ongoing commitment to balancing compassion, public safety, and the overall quality of the public realm. As homelessness continues to be a regional challenge with local impacts, WVIA prioritized a coordinated, partnership-driven approach that combines outreach, services, and on-the-ground management of public spaces.

Following the opening of the Midvale interim housing site, WVIA strengthened collaboration with the Los Angeles Homeless Services Authority (LAHSA), First Day, and Council District 5 to expand pathways to shelter and supportive services for individuals experiencing homelessness in Westwood Village. Through sustained engagement and case coordination, three individuals were successfully transitioned into interim housing, and two others were reunited with family members, helping stabilize their situations and reduce their risk of returning to homelessness. WVIA is currently supporting two additional individuals who are expected to enter housing by the end of the year.

Beyond individual placements, WVIA enhanced daily coordination between its Ambassador Team, professional outreach providers, and City and County partners. Ambassadors served as the frontline presence in the Village, conducting regular welfare checks, engaging individuals experiencing homelessness with respect and consistency, and facilitating referrals to outreach teams and service providers. This integrated approach ensured that concerns from businesses, residents, and visitors were addressed promptly while maintaining a humane and solutions-oriented framework.



WVIA also worked closely with City and County departments to respond to sanitation and public health concerns, improve conditions in high-activity areas, and support proactive interventions in key corridors and public spaces. These efforts contributed to cleaner, safer, and more accessible streets and plazas, while reinforcing Westwood Village's role as a welcoming environment for the entire community.

Looking ahead, WVIA will continue to refine its homelessness response strategy by strengthening partnerships, improving data tracking and accountability, and expanding opportunities for service connections and housing placements. Through sustained collaboration and a balanced approach, WVIA remains committed to addressing homelessness in Westwood Village in a way that is compassionate, coordinated, and effective.

Marketing & Communications

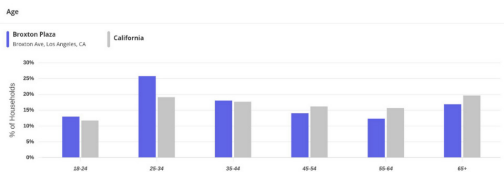
In 2025, WVIA Communications played a larger role in shaping and promoting Westwood Village's identity through a full year of events and programming. Our focus was on bringing people into the Village consistently, creating reasons to return, and strengthening connections between residents, UCLA students, local businesses, and visitors.

Throughout the year, we supported a diverse mix of signature events, recurring programming, and community partnerships that activated public spaces and highlighted what makes Westwood unique. From large-scale celebrations to smaller, neighborhood-focused gatherings, our communications leaned into bold placemaking paired with authentic storytelling, helping position Westwood Village as an active, welcoming destination year-round.



AUDIENCE PROFILE

- **Age demographics:** Diverse mix—primarily 25–34-year-old graduate students and young professionals, with additional representation of families and older residents
- **Daytime population:** 130,000 people, including employees, students, and residents within and around Westwood Village
- **UCLA community:** 55,000+ students, faculty, and staff within walking distance
- **Local residents:** 44,000+ (families, professionals, retirees)
- **Digital subscribers/followers:** 21.5k+ on Instagram @WestwoodVillage
- **Digital & community reach:** Strong engagement with local students, residents, and employees for event promotions and activations



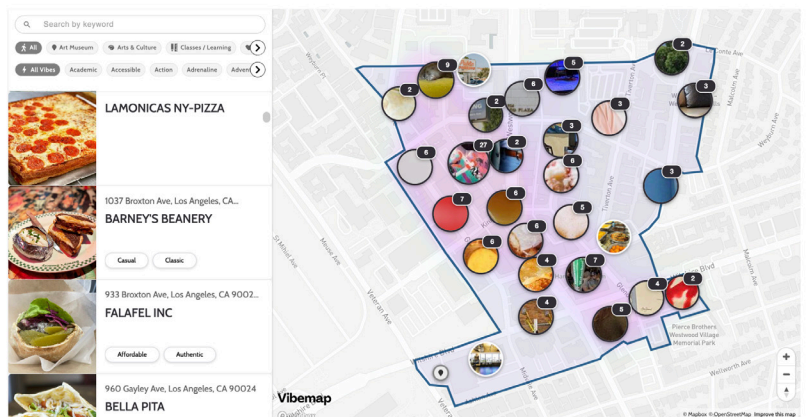
Outreach, Marketing, & Communications

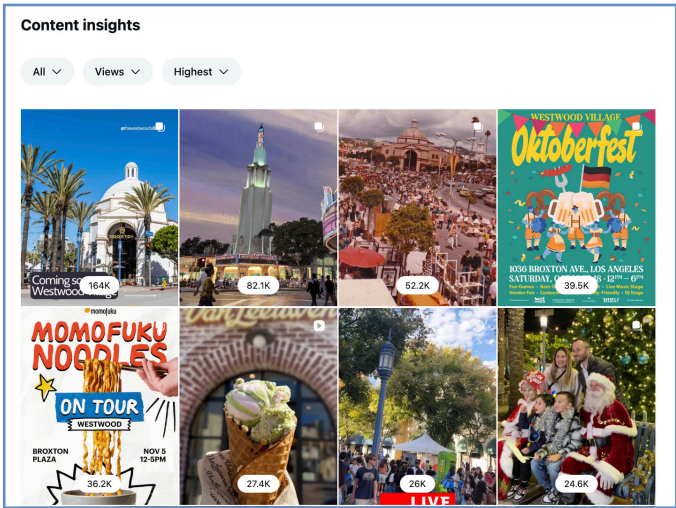
In 2025, WVIA put more muscle behind telling the story of Westwood Village and driving real connection with the people who live, work, study, and spend time here. Our messaging centered on the opening of Broxton Plaza, which became the backdrop for dozens of community events and drew strong local and regional media coverage. WVIA's presence across social channels continued to grow, supported by steady content, stronger visuals, and partnerships with UCLA student groups, local businesses, and event organizers. We used targeted campaigns and boosted posts to widen our reach and supported programs like the Bruin Flea Market, which now receives roughly 120 vendor applications each month.

Website

Our website, thewestwoodvillage.com, serves as the digital “front door” to Westwood Village, offering a comprehensive resource for visitors, residents, and businesses. The site features an updated directory of district businesses, a calendar of events, parking information, regulatory guidelines, and details about WVIA initiatives and meetings. In 2025, we partnered with VibeMap to enhance our event website, providing an interactive and user-friendly platform to explore upcoming activities in the Village. Additional updates improved navigation, highlighted events, and showcased the unique offerings of Westwood Village, ensuring a seamless and engaging user experience.

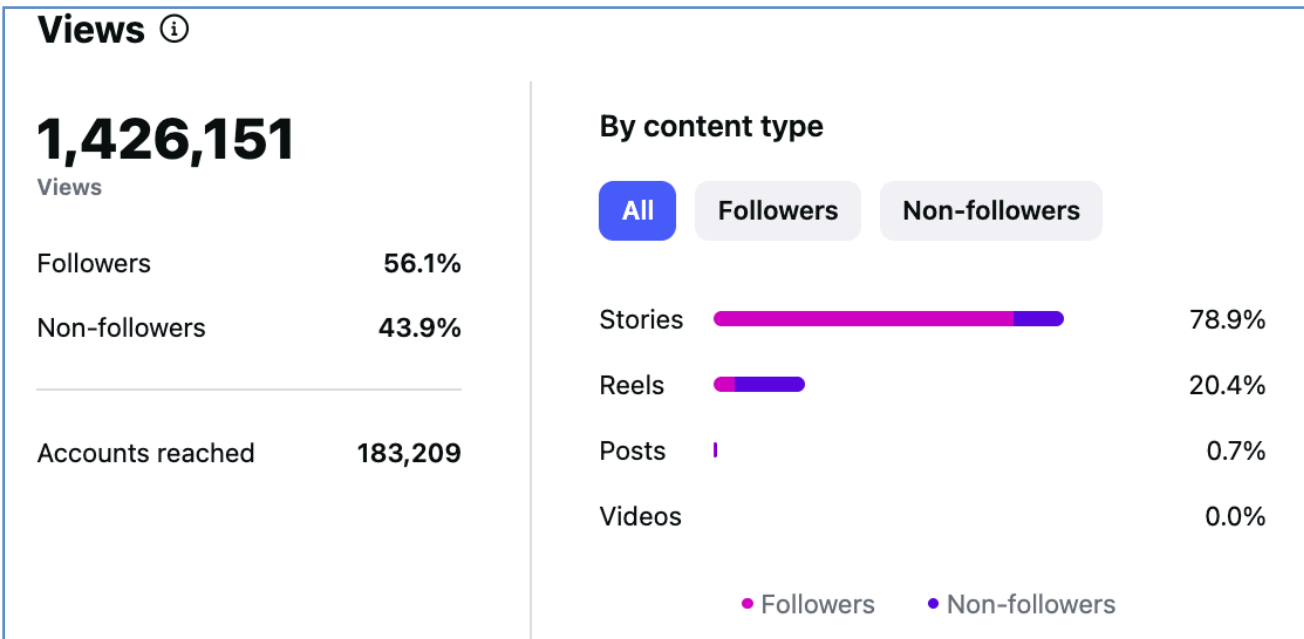
EXPLORE WESTWOOD VILLAGE





Social Media

WVIA's social media reach grew substantially, with Instagram generating more than 1.1 million views in the last 90 days and a 15.3% increase in total followers since 2024, with 40% of engagement from non-followers, showing strong evidence for future growth. Collaboration with UCLA student groups helped guide this growth. Student-led research identified new opportunities, including highlighting student-preferred destinations and running targeted collaborations with campus organizations and influencers. These insights directly shaped our strategy and contributed to measurable gains in audience reach and interaction.



22,300+
Followers



4,440+
Followers



2,962+
Followers

Newsletter

We kept our core communication channels active and consistent. Monthly newsletters reached more than 4,700 subscribers, sharing updates on events, business openings, plaza activations, and community initiatives. On the street, our visual identity continued to take shape through kiosk art, banners, branded electrical boxes, recycling bins, ambassador vehicles, and wayfinding. These elements helped create a recognizable look and feel throughout the district and supported the broader story of revitalization happening in Westwood Village.

Placemaking & Programming

Westwood Village is the intersection of bustling Los Angeles city culture with warm, welcoming walkable streets and a “know your neighbor” feel. The Westwood Village Improvement Association (WVIA) is committed to transforming public spaces, fostering community connections, and enhancing the Village’s atmosphere. This year, WVIA focused on strengthening community bonds in Westwood Village by utilizing Broxton Plaza as a lively public space for connection. 2025 marked the first full year that the new space has been open, and



Broxton Plaza: One Year of Activation and Growth

2025 marked a major milestone for Westwood Village with the first full year of Broxton Plaza in action. Since opening, the plaza has welcomed thousands of visitors and quickly established itself as a dynamic public gathering space.

Over the course of the year, WVIA produced nearly 100 events, ranging from pop-ups and wellness programming to live music, children’s activities, summer movie nights, roller skating, vintage markets, a car show, and the UCLA Westwood Village Block Party. A standout moment was the Village’s first-ever Beer Garden, launched during the October 18 Oktoberfest celebration, which drew strong attendance and positive community response. The year closed with a holiday tree installation and a December menorah lighting.

After years of planning, the 14,000-square-foot pedestrian plaza officially opened on Broxton Avenue in February 2025. Designed to support markets, dining, music, and community gatherings, the plaza’s debut generated attention from major media outlets and helped position Westwood Village as a more walkable, people-first destination. Partnerships with UCLA student organizations played a key role in activating the space. Collaborations with groups such as the UCLA Skate Club and Bruin Auto Club brought student-led programming into the Village, including events like Westwood Cars & Coffee.

Large-scale community events continued to anchor the calendar. The Bruin Flea Market saw increasing demand, with up to 120 vendor applications per month, reinforcing its role as a connector between students, local artists, and Village businesses.

Throughout the year, consistent place-based branding strengthened the district's identity. Kiosk art, banners, and ambassador truck wraps helped unify the look and feel of Broxton Plaza, increasing recognition among residents, workers, and visitors.

Broxton Plaza has continued to grow as a vibrant community hub by building strong partnerships with UCLA student groups and local organizations. Classic favorites like Cinema Under the Stars, Bruin Flea Market, and the UCLA Block Party helped carry momentum from previous years, while an expanded roster of new programs brought fresh energy and new audiences to the Village.



Public Art & Placemaking Initiatives

To close out the year, we made meaningful progress toward establishing a Comprehensive Public Art Program for Westwood Village, laying the groundwork for a long-term, coordinated approach to integrating art into the public realm. The initiative envisions a signature large-scale sculptural installation on Broxton Avenue, complemented by two murals, each thoughtfully sited to enhance highly visible and well-traveled corridors within the Village.

The proposed program is intended to celebrate Westwood Village's rich cultural history while introducing contemporary artistic elements that reflect the neighborhood's evolving identity. By incorporating permanent, high-quality public art into key gathering spaces and pedestrian routes, the initiative seeks to strengthen placemaking efforts, encourage foot traffic, and create memorable visual landmarks that contribute to a stronger sense of place.

The program has received broad support from community stakeholders, including the Neighborhood Council, the Westwood Village Improvement Association (WVIA), and Council District 5. Building on this momentum, we are actively working toward a City Council motion that would formally initiate the program and direct the Department of Cultural Affairs to move forward with its implementation.

This effort represents an important step in enhancing the character and vibrancy of Westwood Village, reinforcing its role as a cultural destination, and ensuring that future public spaces are not only functional, but also inspiring, engaging, and reflective of the community they serve.



Brand Activations

Broxton Plaza continued to strengthen its role as a high-visibility platform for brand activations in 2025. Our new pedestrian plaza is quickly becoming a go-to location for brand pop-ups, drawing steady interest from companies looking to engage with the Westwood community, with recent partners including Chagee Tea, Mint Mobile, Slice Soda, and more. These activations bring in revenue that helps support WVIA programs, plaza operations, and year-round events.



Westwood Village Farmers' Market

The Westwood Village Farmers Market takes place every Thursday from noon to 5:00 pm along Broxton Avenue between Kinross and Weyburn. It's a popular weekly destination for fresh, local, and organic food, live music, and community engagement for families and students.

In 2025, the Market hosted an average of 42 vendors each week, offering fruits, vegetables, baked goods, prepared foods, honey, hummus, artisanal goods, clothing, and artwork. Customer attendance increased by approximately 5 percent over the previous year, with expanded counting hours beginning in May, capturing an additional 10,000 visitors to date. Comparable vendor sales also rose by roughly 3 percent, reflecting steady demand and strong shopper engagement.

The Market continues to prioritize access and sustainability. So far this year, \$11,648 in EBT benefits have been exchanged, supporting food access for the community. Hundreds of pounds of organic waste are composted weekly, with more than 150 pounds collected each week and over 8,000 pounds diverted from landfills. Unsold produce is regularly donated to community members in need. Despite four planned closures in 2025 due to weather and holidays, the Market maintained consistent momentum throughout the year.

Research & Advocacy

2025 was a record-breaking year for research collaborations focused on Westwood Village. The WVIA partnered with more UCLA graduate and undergraduate programs than ever before, resulting in four major studies to inform future strategy and community planning:

- The UCLA Luskin School of Urban Planning conducted an in-depth analysis of Broxton Plaza's implementation and community impacts.
- A graduate team from the Anderson School of Management updated Westwood Village's retail strategy to support long-term economic vitality.
- The Bruin Consulting Group surveyed student perceptions and engagement with the Village.
- Bear Consulting Group completed a comprehensive marketing study focused on strengthening social media presence and expanding audience reach.



Parking & Access Initiatives

A major accomplishment this year was the launch of the \$6 After 5 Parking Program on July 1st, 2025. The program offers a flat \$6 rate after 5:00 p.m. on weekdays and all day on weekends at Lot 39 (near the Geffen Playhouse) and Lot 36 (near the Geffen Academy).

To support this initiative, 12 new public parking signs were installed across Westwood Village to improve wayfinding and visibility of available lots. Additionally, we collaborated with the City to implement a reduced first-hour parking rate at the Broxton Parking Structure following adjustments to the citywide parking policy.

Looking ahead, we are developing a business validation program that will allow local merchants to offer discounted parking rates to their customers, further encouraging economic activity and ease of access to the Village.



Tree Trimming & Lighting

In September, the WVIA trimmed more than 400 trees across the district. The organization also maintains and operates 155 illuminated trees on Broxton Avenue, Gayley Avenue, and Westwood Boulevard. This lighting enhances visibility, supports public safety, and contributes to a more inviting pedestrian environment. Maintenance continued throughout the year, with dozens of string lights repaired and replaced on Westwood, Gayley, Broxton, and Glendon Avenues.

Business Development & New Businesses

The rise in small-business activity over the last three years highlights the positive momentum building in Westwood Village. To help fuel this growth, the WVIA has championed new and existing businesses through promotions, special events, ribbon cuttings, ongoing advocacy, and creative marketing campaigns.

In 2025, Westwood Village welcomed 16 new businesses, adding to a diverse and growing mix of retail and dining. Even more openings are on the horizon for 2026, continuing the Village's momentum. The WVIA remains committed to keeping Westwood Village vibrant, inclusive, and thriving for residents, businesses, and visitors alike.



New Businesses in Westwood Village 2025

1. Boondocks Coffee (1087 Broxton Ave.)
2. Salon Republic (10880 Wilshire Blvd.)
3. Bruin Bowl Malatang (978 Gayley Ave.)
4. STK Steakhouse (1100 Glendon Ave.)
5. 2nd Street USA (1100 Westwood Blvd.)
6. Tyler Ramsey Art Gallery (1033 Westwood Blvd.)
7. Noodle St. (10938 Weyburn Ave.)
8. Robeks Juice (10912 Le Conte Ave.)
9. Minari Express (10919 Lindbrook Dr.)
10. Kopan Izakaya (1051 Broxton Ave.)
11. Lagree By Jennee (1001 Broxton Ave.)
12. Curry Hero (1064 Glendon Ave.)
13. Beach House Restaurant (W Hotel - 930 Hilgard Ave.)
14. Van Leeuwen (10878 Kinross Ave.)
15. Bread Head (1136 Westwood Blvd.)
16. AT&T Store (1051 Westwood Blvd.)

Looking Ahead to 2026

Westwood Village will continue to build on 2025's momentum by:

- Expanding community programming and cultural events
- Advancing access and parking partnerships
- Supporting small business attraction and retention
- Strengthening public space safety and cleanliness

Coming Soon in 2026:

1. Raising Cane's (10946 Weyburn Ave.)
2. Milksha (1009 Broxton Ave.)
3. Chill Since '93' (923 Broxton Ave.)
4. Sana'a Cafe (939 Broxton Ave.)
5. Westwood Orthodontics (1060 Glendon Ave)
6. Jollibee (10923 Weyburn Ave.)
7. Bruin Theatre - Reopening

Leadership

Our mission is to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs. The WVIA shall lead the District by taking positions on district-wide short and long-term opportunities and considering matters such as city planning and zoning, parking, events, and other services that promote increased tenant recruitment and retention, business, values, and investment.

WVIA Staff

Michael Russell

Executive Director

Megan Furey

Director of Programs & Partnerships

Jennifer Yonda

Placemaking Coordinator

Tori Prudhomme-Yurochko

Operations Manager

WVIA Board Members

Board Chair

Kevin Crummy
Douglas Emmett, LLC

Gil Cates, Jr.

Geffen Playhouse

Bill Tucker

Tucker Investment Group

Vice-Chair

Jennifer Poulakidas
UCLA Government &
Community Relations

Seth Bell

Pegasus Investments

Jaemie Ballesteros Altman

Lulu Restaurant

Treasurer

John Heidt
Heidt Torres Co.

Gil Cates, Jr.

Geffen Playhouse

Michael Powers

W Los Angeles - West Beverly Hills

Kelly Herman

Ronald McDonald House Charities

Mark Beccaria

Aames-Warner Corporation

Secretary

Jeremy Wolf
Wolf Commerical

Dana Slatkin

Violet Bistro, Shop & Cooking School

Josh Trifunovic

Gayley Family, LLC

Former Board Members

Bret Nielsen

Anderson Holdings

Peter Duba

Tishman Speyer



(310) 470-1812 | thewestwoodvillage.com
10866 Wilshire Blvd., Suite 360 Los Angeles, CA 90024