

Hollywood

City, Broward County, Florida. LocalFlare, Data for Economic Development. Last updated 2026-10-04.

Population

Population
156,997 2025

Change since the prior year
+1.3% 2024 to 2025

Change since 2020
+2.6% 2020 to 2025

Census 2020
153,067 2020

Basis of the latest figure
estimate 2025

Population, April 1: 156,997



Source: University of Florida Bureau of Economic and Business Research, Florida Estimates of Population, retrieved 2026-10-01

Labor force

Labor force
86,060 Aug 2026

Employment
82,454 Aug 2026

Unemployed
3,606 Aug 2026

Unemployment rate
4.2% Aug 2026

Rate a year earlier
3.8% Aug 2025

Labor force, change on a year earlier
-0.4% Aug 2026

Latest month is preliminary
yes Aug 2026

Unemployment rate, not seasonally adjusted: 4.2%



Source: US Bureau of Labor Statistics, Local Area Unemployment Statistics, retrieved 2026-10-01

Sales and visitor spending

BusinessFlare® estimate, last 12 months
\$4,038.4M 12 months to 2026-03

Estimate runs to
Mar 2026 Mar 2026

Statewide median error, 2017 to 2022 back-test
15.7% 2017 to 2022

Wide error flag
no Mar 2026

Retail trade (NAICS 44-45): Census sales 2017
\$2.33B 2017

Retail trade (NAICS 44-45): Census sales 2022
\$3.42B 2022

Retail trade (NAICS 44-45): 2022 landing error
2.0% 2022

Accommodation and food services (NAICS 72):
Census sales 2017
\$520M 2017

Accommodation and food services (NAICS 72):
Census sales 2022
\$750M 2022

Accommodation and food services (NAICS 72): 2022
landing error
1.5% 2022

Economic Census anchors and the back-test

Sector	Census sales 2017	Census sales 2022	2017 carried to 2022	Landing error
Retail trade (NAICS 44-45)	\$2.33B	\$3.42B	\$3.35B	2.0%
Accommodation and food services (NAICS 72)	\$520M	\$750M	\$739M	1.5%

BusinessFlare® estimate from public sources.

The estimate anchors on the sales the US Census Bureau published for this place in the 2017 and 2022 Economic Census, for retail trade and for accommodation and food services, and moves them month by month with the county's sales tax returns by kind of business (Florida Department of Revenue Form 10). After the 2022 anchor the place's share of the county moves with the growth of its commercial property on the Department's 2026 tax roll, as submitted by the county property appraiser, by use code: stores, shopping centers, supermarkets and auto dealers for retail; restaurants, bars and hotels for accommodation and food. The three spending groups follow the county's kind code mix within each sector. Every place with both anchors was carried from 2017 to 2022 the same way and the landing on the 2022 Census figure is the published error.

Monthly estimate, twelve month and annual views, the visitor, resident and big ticket groups, chart and workbook: Street Economics Pass data, served by the account service, never in this file.

Source: BusinessFlare® city-level sales and visitor spending estimate (method and error; the figures are Street Economics Pass data), retrieved 2026-10-04

Source: Economic Census geographic area series, retail trade and accommodation and food services, 2017 and 2022, retrieved 2026-10-01

Tourist tax

Collections, latest month

\$1.62M Jun 2026

Change on the same month a year earlier

+7.5% Jun 2026

Last 12 months

n/a Jun 2026

Fiscal year to date

\$3.55M FY2026 to date (Oct 2025 to Jun 2026)

Series

Hollywood Jun 2026

Tourist tax collections by month: \$1.62M



Dec 2019

Jun 2026

Source: Broward County TDT Section monthly GFLCVB revenue reports (via Visit Lauderdale), retrieved 2026-09-28

Business base

Licensed food service, lodging and alcohol businesses

2,700 Aug 2026

Food service licenses

444 Aug 2026

Lodging licenses

1,805 Aug 2026

Alcoholic beverage licenses

451 Aug 2026

New licenses, last 12 months

60 Aug 2026

New business filings, last 12 months (postal city)

16,593 Sep 2026

Change on the 12 months before

+0.7% Sep 2026

New filings, latest month

1,029 Sep 2026

Establishments (ZIP basis)

4,577 2023

Employees, mid March (ZIP basis)

57,693 2023

Annual payroll (ZIP basis)

\$3.53B 2023

New licenses by month: 8



Sep 2016

Aug 2026

Licenses are placed inside the city limits by their geocoded address.

Business formations are by postal city: Hollywood, which is not the city limits.

Establishments, employment and payroll are a ZIP code basis: ZIP codes 33019, 33020, 33021, 33022.

Source: Florida DBPR active licensure base files: public food service, public lodging and retail alcoholic beverage licenses, retrieved 2026-10-01

Source: Florida Division of Corporations (Sunbiz) bulk corporate data files, new entity filings by month, retrieved 2026-10-01

Source: County Business Patterns and ZIP Code Business Patterns, complete data files, retrieved 2026-10-01

Building permits

Housing units permitted, last 12 months

21 Aug 2026

Change on the 12 months before

+5.0% Aug 2026

Permit valuation, last 12 months

\$17.4M Aug 2026

Units, latest month

0 Aug 2026

Single family units, last 12 months

19 Aug 2026

Units in buildings of 5 or more, last 12 months

0 Aug 2026

Units, latest annual table

22 2025

Housing units permitted by month: 0



Sep 2016

Aug 2026

Source: US Census Bureau, Building Permits Survey, place and county residential permits, retrieved 2026-10-01

Property roll

Total just value \$39.2B 2026 preliminary	Total taxable value (non school) \$25.7B 2026 preliminary	Total taxable value (school) \$27.9B 2026 preliminary
Just value, change on the prior roll +2.8% 2025 final roll to 2026 preliminary	Taxable value (non school), change on the prior roll +5.3% 2025 final roll to 2026 preliminary	Total just value, prior roll \$38.1B 2025 final roll
New construction value \$429M 2026 preliminary	Parcels 62,005 2026 preliminary	Median single family just value \$501K 2026 preliminary
Qualified sales, last 12 months 2,270 2025-06 to 2026-05	Median qualified sale price \$485K 2025-06 to 2026-05	Just value, residential \$29.7B 2026 preliminary
Just value, commercial \$4.66B 2026 preliminary	Just value, industrial \$1.5B 2026 preliminary	Just value, agricultural \$9.09M 2026 preliminary
Just value, vacant \$436M 2026 preliminary	Just value, institutional \$602M 2026 preliminary	Just value, government \$2.07B 2026 preliminary
Just value, other \$160M 2026 preliminary		

Just value by use group

Use group	Parcels	Just value	Taxable (non school)	New construction	Residential units	Just value change
Residential	55,682	\$29.7B	\$19.6B	\$334M	73,350	+2.9%
Commercial	2,990	\$4.66B	\$4.26B	\$29M	n/a	+0.1%
Industrial	651	\$1.5B	\$1.29B	\$60.2M	n/a	+15.0%
Agricultural	4	\$9.09M	\$4.49M	\$2.24K	n/a	+11.0%
Vacant	709	\$436M	\$270M	\$0	n/a	-6.7%
Institutional	241	\$602M	\$186M	\$2M	n/a	+3.8%
Government	683	\$2.07B	\$26.3M	\$3.77M	n/a	+1.2%
Other	1,045	\$160M	\$58.7M	\$8.25K	n/a	+1.3%

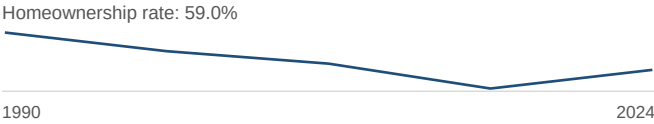
Department of Revenue land use codes grouped: residential 001 to 009, commercial 011 to 039, industrial 041 to 049, agricultural 050 to 069, vacant 000, 010, 040 and 070, institutional 071 to 079, government 080 to 089, other 090 to 099. Taxable is the non school taxable value. Just value change compares with the 2025 final roll, summed the same way.

Parcels are placed by Census block group through the Census Bureau's block assignment file; a parcel in a block group that straddles the limits is apportioned. Census 2020 block groups; 98% of the county's just value lies in a place. Medians are over the parcels whose block group lies mostly in the place. Qualified sales: the roll's own sale fields, qualification codes 01 and 02, improved, single parcel.

Source: Florida Department of Revenue, NAL tax roll, 2026 preliminary and final as posted, retrieved 2026-10-03

Housing

Housing units 69,850 2020 to 2024 ACS	Occupied units 61,409 2020 to 2024 ACS	Vacant units 11,434 2020 to 2024 ACS
Owner occupied households 33,146 2024 1-Year	Renter occupied households 27,494 2024 1-Year	Homeownership rate 54.7% 2020 to 2024 ACS
Cost burdened households, all tenures (over 30% of income) 47.0% 2025	Cost burdened renter households 62.9% 2025	Severely cost burdened renters (over 50%) 32.4% 2025
Assisted housing developments 20 Assisted Housing Inventory	Assisted units 2,106 Assisted Housing Inventory	Median gross rent \$1.89K 2020 to 2024 ACS
Median single family sale price \$550K 2024		



Source: Shimberg Center for Housing Studies, Florida Housing Data Clearinghouse, retrieved 2026-10-01

Fiscal

Half-cent sales tax, latest month
\$889K Sep 2026

Half-cent sales tax, change on the 12 months before
-6.1% Sep 2026

State revenue sharing, last 12 months
\$6.38M Sep 2026

Revenues, change on the year before
+7.8% FY2024

Revenues per resident
\$7.03K FY2024

Half-cent sales tax, fiscal year to date
\$11.2M FY2026 to 2026-09

State revenue sharing, latest month
\$520K Sep 2026

State revenue sharing, change on the 12 months before
+0.2% Sep 2026

Total expenditures
\$801M FY2024

Long-term debt outstanding at year end
\$410M FY2025

Half-cent sales tax, last 12 months
\$11.2M Sep 2026

State revenue sharing, fiscal year to date
\$6.38M FY2026 to 2026-09

Total revenues
\$1.09B FY2024

Expenditures, change on the year before
+12.7% FY2024

Long-term debt, change on the year before
+3.6% FY2025

Half-cent sales tax distributions by month: \$889K



Oct 2016

Sep 2026

Source: Florida Department of Revenue, Revenue Confirmation Online, distributions to local governments, retrieved 2026-10-01

Source: Florida Office of Economic and Demographic Research, Expenditures and Revenues Reported by Florida's County and Municipal Governments, retrieved 2026-10-01

Source: Florida Department of Financial Services, LOGERx local government Annual Financial Report data, long-term debt outstanding, retrieved 2026-10-04

Bank deposits

Deposits (offices reporting this city)
\$5.43B June 30, 2026

Branches
29 June 30, 2026

Branches closed since the survey a year earlier
1 June 30, 2026

Deposits, June 30 each year: \$5.43B



1994

2026

Offices whose reported city is Hollywood.

Source: FDIC Summary of Deposits, Florida offices, every June 30 since 1994, retrieved 2026-10-01

Change on a year earlier
+0.2% June 30, 2026

Institutions
14 June 30, 2026

Change, real
-3.1% June 30, 2026

Branches opened since the survey a year earlier
0 June 30, 2026

Sources

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