CRA Executive Director’s Report, June 2014

CRA Board Meeting Results – 5/7/2014


Result: Approved 6-0 (Vice Chair Asseff was absent)


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**R-BCRA-2014-17** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The State Of Florida Division Of Historical Resources Grant In The Approximate Amount Of $50,000.00 To Create And Implement Historical Guidelines Within The Beach CRA District; Authorizing The Expenditure Of Matching Funds In The Amount Of $25,000.00; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding, If Awarded And Further Authorizing The Appropriate CRA Officials To Execute Any And All Applicable Grant Documents And Agreement(s).

Result: Approved: 6-0 (Vice Chair Asseff was absent)

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**UPCOMING MEETINGS**

**SEA TURTLE LIGHTING / HURRICANE PREPAREDNESS**
Hollywood Beach Community Center
Thursday, June 12, 2014
7:00 p.m.

**CRA BOARD MEETING**
Hollywood City Hall
Wednesday, July 2, 2014
10:00 a.m.

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**UPCOMING EVENTS**

**FULL MOON DRUM CIRCLE**
ArtsPark at Young Circle
Friday, June 13, 2014
7:00 p.m. - 9:00 p.m.

**COLORS OF THE CARIBBEAN**
ArtsPark at Young Circle
Saturday, June 14, 2014
4:00 p.m. - 11:00 p.m.

**ARTWALK**
Downtown Hollywood
Saturday, June 21, 2014
7:00 p.m. - 10:00 p.m.
**R-DCRA-2014-18** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Agreement With King Of Pressure, Inc. To Provide Downtown Cleaning And Sealant Services In An Amount Not To Exceed $65,000.00.

Result: Approved:  6-0 (Vice Chair Asseff was absent)

**R-BCRA-2014-19** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Ranking Construction Management At Risk Firms And Authorizing The Appropriate CRA Officials To Enter Into An Agreement With The Highest Ranked Firm To Perform Construction Management At Risk Services For The Nebraska/Nevada Street Parking Garage In An Amount Not To Exceed $7,000,000.00.

Result: Approved:  5-1 (Board member Hernandez opposed.  Vice Chair Asseff was absent)

### Capital Improvement / Redevelopment

**A1A Lane Reconfiguration**
Staff continues to meet with residents on an individual basis to discuss the A1A Lane Reconfiguration vision. Staff met with FDOT on Friday, May 30, 2014 to discuss the lane reduction application process. FDOT was supportive of the CRA’s vision for this corridor. Staff intends to bring a consultant’s proposal to the July CRA Board meeting for their consideration to assist with the traffic engineering/loading zones/level of service data needed to develop a conceptual plan for the A1A Corridor from Hollywood Boulevard to Sheridan Street.

**FEC Corridor**
CRA/City staff attended the Broward County Trafficways Review Group to discuss the Context Sensitive Corridor Designation application on June 2, 2014. Broward County Trafficway Review Group was very supportive and indicated that we would most probably be on the Broward County Planning Council agenda to consider this item for August 28, 2014.

**Tri-Rail Coastal Link Passenger Rail (TRCL)**
FDOT, the Project Manager for the Tri-Rail Coastal Link Commuter Rail will be starting their two year project development phase this summer. Public meetings for support and comments will not begin until September 2014 as they do not want to conflict with All Aboard Florida meeting schedules and potential confusion. Staff met with Broward MPO staff and their traffic planner. The Broward MPO representative will assist the CRA/City of Hollywood in the interpretation and data included in the TRCL Transportation Analysis Zones (TAZ), specifically when we meet with the FDOT consultants and discuss their TAZ model which will be used during the TRCL station selection process. The TAZs are commonly used for transportation planning models—but different agencies interpret the data according to their own set of criteria. Staff will continue coordinating for this upcoming meeting of TRCL in Hollywood with City staff, FDOT, their consultants, and SFRTA’s financial consultant.
**Marine Turtle Lighting**
In preparation for the March 2015 Marine Turtle Lighting Ordinance being effective, the CRA hosted an informational meeting with the HBBA on April 24, 2014 and will be presenting to the HBCA on June 12, 2014. More meetings are planned in the fall/winter 2014/2015 as well as coordination with the City of Hollywood’s Green Team Advisory Board.

**Margaritaville Construction**
Basulto Management Consulting, Inc. (BMC) was retained by the Hollywood CRA to serve as Owner’s / Landlord’s Representative during the construction of the new Margaritaville Hollywood Beach Resort project on Hollywood Beach.

**Scope/Objectives**
Our objective is to ensure that the funding provided under the Compensated Funding Agreement between Margaritaville Hollywood Beach Resort L.P. (Developer) and the Hollywood Florida Community Development Agency (Landlord) is provided in accordance to the agreement and in compliance with the Land lease.

**Activities**
BMC reviewed draw request #8 and visited the jobsite in advance of the current draw request on May 1st, 2014. Physical progress was verified during the site visit, photos are included in this memo.

**Recommendations**
- BMC recommends that the CRA process the draw request and make payment as noted below: This recommendation is contingent on the CRA’s level of comfort in developer’s compliance with insurance requirements.
- Process payment to developer of $650,000 (29% of $13,000,000 less prior funding of 24%).
- BMC recommends acceptance of “TEXTURA” Signing Report in lieu of partial releases of lien. BMC confirmed releases for each item invoiced this period on Contractor’s Schedule of Values.

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Figure 1: Waverider pump room foundations

Figure 2: Partial completion of 9th floor concrete
**Private Investment / Improvement**

CRA staff reviewed 127 building permit applications in April.

The CRA received three grant applications in the month of March, all located within the Beach CRA district.

We currently have 26 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

In April, two reimbursement grants were disbursed. Stratford Towers, located at 1401 S. Ocean Drive, received $50,000 for completing the scope of work approved by the CRA Board October 2013. This included impact windows and doors in the common areas, landscaping and lighting along A1A, new building awning and signage, and new entryway pavers. Kendall and Robin Day, owners of a rental property located at 1828 Fillmore Street in the Downtown CRA district, received $1,585.00 for completing a Paint-Only Program grant.

**Business Recruitment, Retention and Expansion**

Staff continues to work with office tenants, artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood. The FY2014 Media Plan includes advertising and marketing programs specifically designed to target the “creative class,” in particular office tenants, as well as other businesses to the area.

Staff is also in the process of assessing the current market and calculating the vacancy rate by using primary data obtained by the Broward County Property Appraiser as well as on-street addresses. Each street in the core is being assessed in order to determine accurate rates.

Staff continues to meet with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants including The Saada Family, Steve Berman, MG3, Elizabeth San Juan, John DeMarco, Ben Cohen, Berger Commercial Realty for Aron Halpern, Tobin Properties, Hollywood Beach Realty and others.

Staff continues to communicate with ArtSpace in regard to a possible location in either Downtown or the Beach and is currently in the process of commencing a preliminary feasibility assessment. Artspace, based out of Minneapolis, Minnesota, is a national leader in the field of developing affordable space that meets the needs of artists through the adaptive reuse of historic buildings and new construction.
Welcome and Information Center/Visitor Services

In the month of April, Visitor Service Specialists accommodated the needs of 3,552 visiting guests and local residents at the Garfield Information Center. This includes help with information on getting around Hollywood, hotel accommodations and general information to help make visitors’ stay an enjoyable experience in Hollywood. The Visitor Services Specialists continue to connect with local businesses, restaurants and hoteliers to assist in spreading the word about local events and happenings in and around Hollywood.

Expo Alfresco

The Visitor Services staff participated in the Expo Alfresco event held on April 9, 2014. At the event we provided information about Hollywood and the many services we have to offer to local and visiting guests. The event is a production of the Greater Hollywood Chamber of Commerce, the Hollywood Community Redevelopment Agency and several local businesses.

Diamond Tours Inc.

The Visitor Services staff accommodated the needs of 84 guests arriving via Diamond Tour buses. Our numbers are low this month but we already see an increase in the number of guests beginning in the month of June 2014.

Data Collection Projects

Beach Ambassadors Volunteers Program: Temporarily collecting and reporting volunteer hours and distributing parking decals.

Ongoing Projects

- Distribution of events flyers, brochure updates
- Distribution of maps or other brochures requested by major hotels or SSL
- Personal contact with all new Beach CRA businesses
- Training and business familiarization of new employee Andre Smith
- Preparation of training materials for upcoming Broadwalk Ambassadors class
- Updating Broadwalk business lineup, information for Visitor Maps, Dining Guides and other flyers

City Pass Program

We are waiting for the 2014-2015 schedule of cruise ship line-ups from Holland America. The new season is scheduled to begin mid-October.

Maintenance

Downtown - In April, Block By Block staff removed 84 graffiti tags, collected 6,000 lbs. of litter and collected 463 palm fronds. Sixteen (16) hours were spent on special projects.
Beach - In April, 1,607 operational hours were clocked by beach maintenance staff. Of those hours, 1,202 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 54 hours were spent cleaning the shower areas. In addition, approximately 46 graffiti tags and stickers were removed.

Code Enforcement
CRA staff meets with enhanced service Code Enforcement officers on a weekly basis, with the City’s appointed legal advisor for Code Enforcement monthly or as needed, and attends the monthly Special Magistrate hearing.

In the month of April, in the Downtown District, 124 on-view violations were issued, eight complaints were addressed and 40 re-inspections were conducted. In the Beach District, 33 on-view violations were issued, six complaints were addressed and 57 re-inspections were conducted.

Staff continued to prioritize property standards and work with business and property owners in an effort to obtain voluntary compliance.

Certificates of Use
As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 19 Certificates of Use in April:

1. The Italian American Civic League, 700 S. Dixie Highway - approved
2. Optictel, 1201 S. Ocean Drive (antenna) - approved
3. Standish Building Company, LLC, 715 S. 21st Avenue - approved
4. Walkabout Beach Resort, 2500 N. Surf Road - approved
5. Massage From Heaven, 411 N. Ocean Drive - approved
6. Corporam Medical Inc., 2000 Harrison Street Bay 6&7 - denied
8. Best Ride Transportation Inc., 101 N. Ocean Drive suite #252 - approved
9. Peruvian Test Kitchen, Inc., 1854 N. Young Circle – approved
10. Truck World of South Florida, 2152 Johnson Street – approved
12. Worldwide Productions LLC d/b/a Juan Sobrino Flamenco Arts, 2146 Tyler Street – approved
13. Michele Bourgouin, 1925 Harrison Street – approved
16. MKN LLC, 1800 Fillmore Street – approved
17. Fun to Play, 250 N. Federal Highway (1830 Radius Drive) – approved
18. Disconsye Painting Corporation, 2110 Tyler Street – approved
19. Yogurtlite & Treats, 1808 S. Young Circle – approved
Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. April 2014 ridership was 10,776 compared to April 2013’s 6,652. The automated call system had 502 callers.