CRA Executive Director’s Report, July 2014

CRA Board Meeting Results – 6/4/2014


Result – Approved 5-0, Board Member Hernandez and Board Member Sherwood were absent.

**R-CRA-2014-21** - A Resolution Of The Hollywood Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Accept A Grant From The Florida Division Of Cultural Affairs In The Approximate Amount Of $25,000.00 For The Continuation And Enhancement Of The ArtsPark Experience Music And Cultural Program; Authorizing The Expenditure For The Required Matching Funds In The Approximate Amount Of $25,000.00; And Further Authorizing The CRA Executive Director To Execute Any And All Applicable Grant Documents And Agreement(s).

Result – Approved 6-0, Board Member Hernandez was absent.

**R-CRA-2014-22** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Renew The Attached Lease Agreement, Under The Same Terms And Conditions, Between Hollywood Heritage, LLC ("Landlord") And The CRA ("Tenant") For The Leasing Of The Property Located At 525 North Ocean Drive For A Visitor Welcome Center, Trolley And Transportation Hub, And Public Parking For A Two (2) Year Renewal Period, In An Annual Amount Not To Exceed $135,960.00 For An Aggregate Amount Of $271,920.00.

Result – Approved 6-0, Board Member Hernandez was absent.

UPCOMING MEETINGS

GREEN TEAM MEETING
CRA to present Sea Turtle Light Ambassador Program
Hollywood City Hall
Thursday, July 24, 2014
6:00 p.m.

UPCOMING EVENTS

FULL MOON DRUM CIRCLE
ArtsPark at Young Circle
Saturday, July 12, 2014
7:00 p.m. - 9:00 p.m.

ARTWALK
Downtown Hollywood
Saturday, July 19, 2014
7:00 p.m. - 10:00 p.m.

Result – Approved 6-0, Board Member Hernandez was absent.

**R-CRA-2014-24** - A Resolution of The Hollywood, Florida, Community Redevelopment Agency, (“CRA”), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program (“PIP”) Grant Agreement Between The CRA And Foxglove, Inc. For On-Site Improvements To Property Located At 1801 S Surf Road In An Amount Not To Exceed $50,000.00; And Providing An Effective Date.

Result – Approved 7-0

**Capital Improvement / Redevelopment**

**A1A Lane Reconfiguration**

CRA Board is considering a proposal to proceed with traffic engineering/loading zones/level of service data needed to develop a conceptual plan for the A1A Corridor from Hollywood Boulevard to Sheridan Street, reconfiguration of lanes, and reconfiguration of Hollywood Bridge ramp.

**FEC Corridor**

CRA/City staff will be attending the Broward County Planning Council meeting on August 28, 2014 for the City’s application as a context sensitive corridor designation.

**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 in August, 2014.
**Marine Turtle Lighting**
CRA staff hosted a Marine Turtle Lighting symposium on June 12, 2014 to help educate civic associations. 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**
The 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 with the agreement and in compliance with the Land lease.

**Activities**
BMC reviewed draw request #9 and visited the jobsite in advance of the current draw request on May 29th, 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 $390,000 (32% of $13,000,000 less prior funding of 29%).
- 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: Level 10 concrete placed, Level 11 formwork started

Figure 2: Progress of Landshark Bar and Waverider
Private Investment / Improvement

CRA staff reviewed 89 building permit applications in May.

The CRA received one grant application in the month of May located within the Beach CRA district.

We currently have 23 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

In May, two reimbursement grants were disbursed. Evercoastal Hotel, located at 308 Pierce Street, received $24,950 for completing the scope of work in his Mini-PIP application. This included impact windows and doors, painting, stucco, pavers, landscaping, exterior lighting, and railings.

![Before](image1.png)  ![After](image2.png)

Allington Towers recreation building (shared by both Allington Towers North and Allington Towers South condominium Associations) received $10,000 for completing a Paint-Only grant, which included patching and painting the building along A1A.

![Before](image3.png)  ![After](image4.png)
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, and has recently rolled out a new advertising campaign that targets “creative class” tenants.

The CRA plans to be a sponsor at the International Conference of Shopping Centers annual event in Florida in from August 24-26. The purpose of The International Council of Shopping Centers (ICSC) is to advance the retail and shopping center industry.

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. At this time, we have determined that Hollywood Boulevard’s ground floor vacancy rate is at a very low 4.9%. With the perception of a higher vacancy rate, we continue to work hand-in-hand with existing tenants in an effort to upgrade their product line, services and marketing strategies.
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. In an effort to move the proposed project forward, the CRA staff will again meet with ArtSpace representatives and have a conference call with other ArtSpace representatives on Monday, June 23rd.

4:00 am License Update
There are 12 EHL’s issued within the Downtown District of the CRA. CRA staff has contacted the Cities of Fort Lauderdale, Delray Beach, Miami Beach, Hallandale Beach and Boca Raton in an effort to obtain information about their respective ordinances related to the hours of legal consumption of alcohol in a business and shall forward a report upon receiving information from all of the municipalities. At this time, Hallandale has reported that they allow EHL’s for both 4am and 6am and Delray has reported that they do not have an EHL program. As we obtain information from other municipalities, we shall provide updates.

Certificates of Use
As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 16 Certificates of Use in May:

1. Unlimited Best Auto Parts, Inc., 540 S. Dixie Highway (retail auto parts)
2. City Wide Vapes, 2128 Hollywood Boulevard (retail store and lounge)
3. Verizon, 1776 Polk Street (temporary cell on wheels "cow")
4. Dimitrios Xidis, 110 N. Dixie Hwy (scrap metal business) – denied
5. CMA Interactive Corp, 2018 Harrison Street, suite 101 (retail / audio video)
6. Long Term Apartments, 1908 Buchanan Street (motel, 11 units) - denied
7. Angus Bar & Grill, 1917 Hollywood Boulevard (restaurant)
8. Soulistic, 1909 Harrison Street (retail and self-help consulting / reiki)
9. Louis Painting Team, Inc., 2110 Tyler Street (Office Use)
11. Temptations @ Hollywood Beach, 2711 S. Ocean Drive (café for building residents)
12. Lead People, Inc., 3505 South Ocean Drive (telemarking company) – denied
13. Marrakech Restaurant, 2028 Harrison Street (restaurant)
15. The Ocean, 2022 Hollywood Blvd, (retail as an accessory use to existing restaurant)
16. Best Pet Hotel and Daycare, 514-516 N. Dixie Highway (retail, pet daycare)
Murals / Public Art Initiatives

- Meetings with potential artists for Tyler Street Parking Garage
- Requested and received rendering from muralist Daniel Fila for 203 S. 21st Avenue
- Mural Review Committee met and approved Daniel Fila mural on June 12.
- Continued to research and contact property owners regarding new mural sites
- Social networking for Downtown Hollywood Mural Project Facebook page
- Attended Broward 100 meeting and are looking for a suitable location for the Inside Out Project

Maintenance

**Downtown** - In May, Block By Block staff removed 91 graffiti tags, collected 5,975 lbs. of litter and collected 369 palm fronds. Five (5) hours were spent on special projects.

**Beach** - In May, 1,523 operational hours were clocked by beach maintenance staff. Of those hours, 1,157 were dedicated to trash removal from the beach, 30 hours were spent maintaining the restrooms and 79 hours were spent cleaning the shower areas. In addition, approximately 36 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 May, in the Downtown District, 76 on-view violations were issued, 14 complaints were addressed and 55 re-inspections were conducted. In the Beach District, 46 on-view violations were issued, seven complaints were addressed and 53 re-inspections were conducted.

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

Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. May 2014 ridership was 9584 compared to May 2013 at 7098 riders. The automated call system had 372 callers.
Sea Turtles & Environmental Issues

The Hollywood CRA is presenting a sea turtle lighting display at the Hollywood Beach Community Center, 1301 S. Ocean Drive. It is on loan from the sea turtle conservatory for the next 3-6 months.

The CRA in partnership with the City of Hollywood rolled out a beach anti-litter campaign that includes the installation of lightpole banners, decorative wraps on trash bins & electrical cabinets. Other signage opportunities are also being explored. The CRA is working hand and hand with the Hollywood Beach Business Association in an effort to roll out the second phase of the campaign that will address disposable products used by businesses on the Broadwalk and additional signage opportunities, such as laminated placemats and buttons featuring the anti-litter campaign imagery.

Marketing, Advertising & Visitor Services

The tourism marketing campaign has increased hits to the website with a healthy balance of new and repeat visits:
Website visits: Up 11%
New visitors: Up 20%
Mobile visits: Up 52%
First time mobile visitors: 64%

The TV campaign reached 80 million households in the U.S. during the cooler winter months and was seen in key feeder markets including New York, Chicago, Philadelphia, Washington, DC, Boston, Hartford, Detroit and Pittsburgh. Spots are currently running on Florida’s west coast to encourage travel across Alligator Alley to Hollywood.

The WPLG Beach Cam has received excellent exposure on Good Morning America where Hollywood’s beautiful beach and Broward are viewed by millions of TV viewers across the country.
The majority of advertising drives traffic to the website, with more digital placement and less print. E-blasts and geo-targeted banner advertising targets specific audiences known to have an interest in traveling to Florida.

A new campaign is being placed through an international co-op program with Brand USA and will reach audiences in Brazil, a top origin market.

![Image of family on the beach]

In the month of May, Visitor Service Specialists accommodated the needs of 2,514 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.

**SUNsational Service Training**
Visitor Services Staff members attended the SUNSational Service Training, held at the Charnow Park/Garfield coordinated by the Greater Fort Lauderdale Convention & Visitors Bureau on June 18, 2014 1pm – 4:30 pm. We continue to strive and improve in our efforts to make Hollywood a great place to visit.

**Broadwalk Ambassador Program**
We have processed all of the applicants for the Broadwalk Ambassador Program, which is a project of Leadership Hollywood Class #38. The entire packet has been forwarded to Human Resources for completion of the background checks. The Hollywood CRA is assisting with the program by providing on-going training of new applicants, and also providing shirts and hats for the volunteers.
Diamond Tours Inc.
The Visitor Services staff accommodated the needs of 430 guests transported by charter buses for a short break for lunch and a walking tour along our beautiful Broadwalk.

Data Collection Projects
CRA Beach Master Property Draft. This is a data collection by folio number, of all contact information, name, phone number, e-mail, DBA (alternative name), actual land use, of all properties located within the CRA Beach District.

Phase II of the CRA Beach Master Property Draft (Johnson St to Jefferson St), collecting data on the east side of A1A from Virginia St. to Oregon St., and revisiting properties where data is missing.

This data is also used for the benefit of Visitors Services, updating the previous list of Hotels and Motels within the CRA District.

Ongoing Projects
Updating Broadwalk business lineup, information for Visitor Maps, Dining Guides and other flyers. Coordination of special events such as ArtWalk, Car Show, and Full Moon Drum Circle. CRA staff is also working with the DHBA in an effort to organize a holiday antique/indy craft street fair. At this time, CRA staff is also working with the COH staff in an effort to organize a chalk art series or festival.

City Pass Program
The City Pass program is due to resume Mid-October 2014. Lamar Excursions is waiting for the deployment schedule from Holland America for the new cruise season.