City of Hollywood
Community Redevelopment Agency

Annual Report
and Financial Statement for Fiscal Year 2014

March 31, 2015
City of Hollywood
Community Redevelopment Agency
Beach and Downtown

Annual Report
and Financial Statements
(Per Chapter 163.356 – 3 (c) F.S.)

March 31, 2015

Jorge A. Camejo
Executive Director

www.hollywoodcra.org
www.gohollywoodfla.com
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Overview

Under Florida law (Chapter 163, Part III), local governments are able to designate areas such as Community Redevelopment Areas when certain conditions exist. Since all the monies used in financing CRA activities are locally generated, CRA’s are not overseen by the State, but redevelopment plans must be consistent with local government comprehensive plans.

To document that the required conditions exist, the local government must survey the proposed redevelopment area and prepare a Finding of Necessity. If the Finding of Necessity determines that the required conditions (slum and blight) exist, the local government may create a Community Redevelopment Agency to provide the tools needed to foster and support positive redevelopment of the targeted area. There are currently more than 170 Community Redevelopment Areas throughout the State of Florida.

The Community Redevelopment Agency “CRA” of Hollywood was created in 1979 with the establishment of the Downtown District. In 1997, the Beach District was established. Under one agency, the two districts have been managed separately to best meet the objectives of fighting slum and blight confronting each area. Although the management and staffing of the districts were joined in late 2009, each district maintains its own trust fund and financial reporting is done separately.

This Annual Report and Financial Statement are prepared pursuant to Chapter 163 of the Florida Statutes that requires each CRA to provide an annual report by March 31 of each year to the Governing Body (City Commission). This report and financial statement is submitted in fulfillment of that requirement and will provide information to the public for Fiscal Year 2014 (October 1, 2013 – September 30, 2014).

This Annual Report will showcase the many redevelopment programs that the CRA offers to its residents and business owners. The report also highlights the public and private development initiatives and construction projects that are being utilized to rid the negative contributing factors affecting the Hollywood CRA districts.

The Financial Statements section will highlight the balance sheet as well as revenues and expenditures, and will showcase the Districts’ financial position. Other financial information regarding debt service, millage rates, and taxable values are outlined.

This Annual Report and Financial Statement will also be forwarded to our increment partners—City of Hollywood, Broward County, Children’s Services Council of Broward County, and the South Broward Hospital District. Through their leadership and support, these Districts have secured a bright future for their constituents.
Beach District

The Beach District includes approximately 293 acres from Sherman Street south to the southern property line of the Westin Diplomat Resort and Spa, and from the Intracoastal Waterway east to the Atlantic Ocean.

Pursuant to the Hollywood Beach Community Redevelopment Plan, community leaders recognized that economic and physical revitalization must be balanced with the protection of natural resources and open space if Hollywood Beach is to provide for a viable business community and high quality of life for its residents and visitors. Throughout this past year, the Beach District has continued to make significant progress in the implementation of the redevelopment plan.

The Redevelopment Agency’s focus over the years has been centered on improving and revitalizing the District and has relied on a multi-pronged approach to redevelopment.

The overall Beach Redevelopment Objectives are as follows:

- To promote redevelopment and eliminate the causes of physical and economic blight
- To ensure sanitary and safe conditions through infrastructure improvements
- To increase public parking
- To enrich the visual and functional quality of the streetscape for all user groups
- To promote redevelopment
- To provide for a viable business community and a high quality of life for Hollywood Beach residents and visitors
- To re-establish tourism as a vital industry in Hollywood Beach
- To enhance Hollywood Beach as a tropical destination
- To upgrade existing public recreation facilities
- To expand recreation opportunities
Downtown District

Created in 1979 and encompassing Downtown Hollywood’s central business district and nearby residential neighborhoods, the District boundaries include approximately 580 acres, including the 10-acre ArtsPark at Young Circle. The boundaries are, Washington Street to the south, 22nd Avenue to the west, and Johnson Street to the north. The eastern boundaries are, 14th Avenue from Johnson Street south to Polk Street, 16th Avenue from Polk Street to Van Buren Street, and 17th Avenue from Van Buren Street to Washington Street.

The district is served by Federal Highway/US-1, Hollywood Boulevard (SR 820) and the Dixie Highway/FEC Railroad corridor. The buildings are comprised of a mixture of residential and commercial uses, the oldest of which were constructed in the 1920’s when the City was founded.

The historic and commercial business district of Hollywood is concentrated along Hollywood Boulevard and Harrison Street. Here, retail and restaurant uses dominate and are located in a traditional “Main Street” formation.

Some of the Redevelopment Objectives for the Downtown District include:

- To correct and improve operational problems such as traffic and parking
- To stimulate appropriate new private development
- To protect the neighborhoods bordering Downtown and provide suitable buffers between the Downtown Core and the neighborhoods
- To provide public funds to stimulate private development
- To protect and reinforce a traditional commercial district in the Downtown core
- To enhance Downtown’s position as the focal point for arts and cultural activities in the City
Strategic Planning and Goal Setting

In 2011, the CRA set out to establish a new vision, mission and strategic plan for the Beach and Downtown.

The strategic planning and goal setting process is important to the Executive Director and Staff as well as the CRA Board so that a vision with value based principles could be established 15 years in the future. A plan with strategic goals that focus on outcome based objectives for the next five years was established and a one-year policy agenda was defined. The mission and core beliefs of the strategic planning model will guide the CRA as we continue to pursue the objectives set forth in the redevelopment plans.

The mission of the Hollywood CRA is to eliminate slum and blight by:

Stimulating private investment and economic growth
- Identify potential developments or investment opportunities with long term community benefits
- Promote tourism and expand tourism opportunities
- Negotiate development agreements
- Develop and maintain public-private development projects
- Provide economic incentives to support private investment, reinvestment, and blight removal

Upgrading the public infrastructure and public spaces
- Work with the City to design public infrastructure projects
- Provide funds for infrastructure design, construction, and maintenance
- Work with the City to anticipate future infrastructure needs and projects
- Develop long-term capital projects with funding mechanisms for construction and ongoing maintenance
- Investment in capital projects which stimulate economic redevelopment

Mobilizing community stakeholders
- Develop and maintain effective working relations and community presence with residents, community organization, and businesses
- Support community events and festivals
- Develop effective mechanisms for communicating with the diverse residents, community organizations, and businesses
- Engage the community in CRA projects
- Identify and develop potential community partners who will contribute to a better Hollywood community
- Educate the public about the CRA and its value
Partnering with the City of Hollywood and Other Government Agencies
- Maintain open, two-way communications between the CRA and the City
- Identify target areas and work with city to resolve issues in a timely manner
- Develop and maintain effective working relationship with city staff
- Collaborate joint City-CRA projects
- Participate in city projects that affect the CRA area and share expertise to enhance the Hollywood community
- Develop visions, goals, and annual work program with city input and participation
- Fund city positions to address enhanced services above the baseline level

Providing leadership for the CRA Districts
- Develop visions for the two CRA Districts
- Establish five year, outcome-based goals for the CRA
- Develop a one-year action agenda with specific projects and activities
- Maintain a financially sound CRA
- Develop and maintain an effective CRA organization with top quality managers and employees

Hollywood Beach Vision 2027

It’s 2027 and Hollywood Beach has evolved into a world-class coastal destination without losing its funky Florida beach town character. Our beautiful beach and historic Broadwalk are still the main attraction, and there are many fun and convenient ways to enjoy Hollywood’s tropical maritime environment. A wide range of lodging options allows visitors to choose between small boutique hotels and larger resorts. Hollywood Beach is more pedestrian-friendly than ever and a catalogue of green transportation choices make it easy and safe to get around. Hollywood Beach’s preserved natural resources have become a significant eco-tourism draw and have distinguished it from more built-out neighboring cities.

Marine research and education has also grown into an important industry. The Intracoastal Waterway has matured into its own unique boating, dockside dining and recreational corridor. The historic Hollywood Beach Resort has been spectacularly restored to its original glory and the Hollywood bridge ramp system at A1A and Hollywood Boulevard has been redesigned to liberate the property’s original grounds and provide easy access to the complex and ramp access to A1A.

A1A itself is newly reconstructed and functioning as the main street of the beach with wider sidewalks, designated bike lanes and buffered from traffic by landscaping which has been accommodated by undergrounding the overhead transmission lines. Hollywood Beach has resumed its historic role as the city’s most iconic tourism district and its most important economic engine.
Downtown Hollywood Vision 2025

It’s 2025 and historic Downtown Hollywood has retained and cultivated its authentic traditional downtown setting identity within South Florida’s rapidly changing urban environment. It has become a clean, safe and compelling place to live, work, study and play. The area’s charming layout, walkable scale and ease of access have differentiated it from neighboring shopping malls and generic village-themed developments.

This vibrant arts district has emerged as a successful international and regional destination for shopping, dining, entertainment, arts and culture. An eclectic mix of unique boutiques and one-of-a-kind retailers has invigorated the area as a shopping hot spot. The Downtown dining scene has continued to grow and the main streets have evolved into bustling restaurant rows. Music and cultural events are a key regional draw to the ArtsPark and the surrounding entertainment district, and many creative class businesses with robust employee rosters now call Downtown Hollywood home.

Residents and guests also benefit from ample wellness activities that promote a healthy lifestyle. The Tri-Rail Coastal Link Station along the FEC Corridor has improved the multimodal enhancements seen in the downtown. The adjacent University campuses in the downtown have provided a cultural mix in urban design where it is commonplace and exciting to live, work, study and play. Downtown Hollywood is now recognized as a classic American downtown with an international accent.

The entire strategic planning document can be found on the CRA website www.hollywoodcra.org
What is Tax Increment Financing?

Tax increment financing is a unique tool available to cities and counties for redevelopment activities. It is used to leverage public funds to promote private sector activity in the targeted area. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date “base year”, also known as the “frozen value.” The base year of the Beach District is 1997 and the Downtown District is 1979. Taxing authorities, who contribute to the tax increment, continue to receive property tax revenues based on the frozen value.

These frozen value revenues go to their general funds and are available for general government purposes. However, any tax revenues from increases in real property value, referred to as “increment,” are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

The trust fund revenues generated through tax increment are contributed by four taxing authorities including the City of Hollywood (City), Broward County (County) Children’s Services Council of Broward County (CSC), and South Broward Hospital District (Hospital).
In FY 2014, both the Beach District and the Downtown District realized increases in property values of 7.27% and 11.39% respectively.

**FY 2014 Taxable Assessed Values**

<table>
<thead>
<tr>
<th></th>
<th>Base Year “Frozen Value”</th>
<th>FY 2013 Assessed Value of all real property</th>
<th>FY 2014 Assessed Value of all real property</th>
<th>FY 2014 vs FY 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beach District</strong></td>
<td>$545,881,010</td>
<td>$1,960,915,370 (City &amp; County)</td>
<td>$2,103,523,230 (City &amp; County)</td>
<td>$142,607,860 (City &amp; County)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$1,965,294,180 (Hospital and CSC)</td>
<td>$2,107,362,500 (Hospital and CSC)</td>
<td>$142,068,320 (Hospital and CSC)</td>
</tr>
<tr>
<td><strong>Downtown District</strong></td>
<td>$103,167,427</td>
<td>$468,476,480 (City)</td>
<td>$493,579,270 (City)</td>
<td>$25,102,790 (City)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$465,550,490 (County)</td>
<td>$490,791,550 (County)</td>
<td>$25,241,060 (County)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$469,167,310 (Hospital and CSC)</td>
<td>$494,278,830 (Hospital and CSC)</td>
<td>$25,111,520 (Hospital and CSC)</td>
</tr>
</tbody>
</table>

**Taxable Assessed Values**

![Graph showing taxable assessed values from FY 2005 to FY 2014 for Beach and Downtown Districts]
Tax Increment

Outlined below is a comparison of the Operating Millage Rates adopted by each taxing authority and the related Increment Revenues received for FY 2013 and FY 2014.

<table>
<thead>
<tr>
<th>Taxing Authorities</th>
<th>FY13 Millage Rate</th>
<th>FY14 Millage Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward County</td>
<td>5.2576</td>
<td>5.4400</td>
</tr>
<tr>
<td>City of Hollywood</td>
<td>7.4479</td>
<td>7.4479</td>
</tr>
<tr>
<td>Hospital District*</td>
<td>0.6000</td>
<td>0.4000</td>
</tr>
<tr>
<td>Children’s Services Council</td>
<td>0.4902</td>
<td>0.4882</td>
</tr>
<tr>
<td>TOTAL RATE</td>
<td><strong>13.7957</strong></td>
<td><strong>13.7761</strong></td>
</tr>
</tbody>
</table>

### BEACH DISTRICT

<table>
<thead>
<tr>
<th>Taxing Authorities</th>
<th>FY 2013 Increment Revenues</th>
<th>FY2013 Increment Revenues</th>
<th>Increase / (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward County</td>
<td>7,067,700</td>
<td>8,049,895</td>
<td>982,195</td>
</tr>
<tr>
<td>City of Hollywood</td>
<td>10,012,083</td>
<td>11,021,105</td>
<td>1,009,023</td>
</tr>
<tr>
<td>Hospital District*</td>
<td>300,000</td>
<td>300,000</td>
<td>0</td>
</tr>
<tr>
<td>Children’s Services Council</td>
<td>661,007</td>
<td>724,200</td>
<td>63,193</td>
</tr>
<tr>
<td>TOTAL REVENUES</td>
<td><strong>$18,040,790</strong></td>
<td><strong>$20,095,200</strong></td>
<td><strong>$2,054,410</strong></td>
</tr>
</tbody>
</table>

* Hospital District is capped at $300,000 for the Beach District. Increment Revenues for the Hospital District ($809,066) are not included in total rate. $300,000 is included in above total.

### DOWNTOWN DISTRICT

<table>
<thead>
<tr>
<th>Taxing Authorities</th>
<th>FY 2013 Increment Revenues</th>
<th>FY2014 Increment Revenues</th>
<th>Increase / (Decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward County</td>
<td>1,810,002</td>
<td>2,003,241</td>
<td>193,240</td>
</tr>
<tr>
<td>City of Hollywood</td>
<td>2,584,746</td>
<td>2,762,361</td>
<td>177,615</td>
</tr>
<tr>
<td>Hospital District*</td>
<td>208,620</td>
<td>148,622</td>
<td>-59,998</td>
</tr>
<tr>
<td>Children’s Services Council</td>
<td>170,442</td>
<td>181,394</td>
<td>10,951</td>
</tr>
<tr>
<td>TOTAL REVENUES</td>
<td><strong>$4,773,810</strong></td>
<td><strong>$5,095,618</strong></td>
<td><strong>$321,808</strong></td>
</tr>
</tbody>
</table>
CRA Issued Debt

Beach District Revenue Bonds

*Beach District Series 2004 Revenue Bond:* The $20,010,000 Series 2004 Bonds represented the second public bond offering by the Agency and financed public improvement projects included in the Beach CRA Redevelopment Plan. The Series 2004 Bonds are secured by the pledge of Trust Fund Revenues generated through the tax increment revenues generated within the Beach District.

The proceeds of the Series 2004 Bonds have been completely expended on the Broadwalk renovation, water and sewer underground replacement, the Garfield Street parking garage and community center, and Charnow Park renovations.

*Beach District Series 2007 Revenue Bond:* The $40,000,000 Series 2007 Bonds represented the third public bond offering by the Agency and financed new and on-going improvement projects included in the Beach CRA Redevelopment Plan. The Series 2007 Bonds are secured by Trust Fund Revenues derived from tax increment revenues generated within the Beach District.

As of fiscal year ending 2014, the proceeds from the Series 2007 Bond have been expended on the completion of the water and sewer underground replacement, the Garfield Street parking garage and community center, Charnow Park renovations, the Underground Utilities and Streetscape Pilot Project, Beach Renourishment and Phase II of the Underground of Overhead Utilities and Streetscape Project.

The outstanding principal balance as of fiscal year ending 2014 for both the 2004 and 2007 Revenue Bonds is $40,630,000. The 2004 and 2007 Bonds have an A Rating by Fitch and A3 rating by Moody's.

Downtown District Agency Loans

The Downtown District secured $31,500,000 in loans since 2002 to fund redevelopment projects, redevelopment incentives and public improvements throughout the Downtown. The main uses included:

- ArtsPark, Young Circle Roadway Improvements
- Dixie Highway at Adams Street apartment and home acquisitions
- Radius Public Parking Garage, development incentives and streetscape improvements
The Downtown District has pledged its tax increment revenues for repayment of these loans. The note denominations are as follows:

<table>
<thead>
<tr>
<th>Promissory Note</th>
<th>Principal Amount</th>
<th>Interest Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002 Note</td>
<td>$4,000,000</td>
<td>5.61%</td>
</tr>
<tr>
<td>2003 Note</td>
<td>$2,500,000</td>
<td>5.44%</td>
</tr>
<tr>
<td>2004A Note</td>
<td>$4,500,000</td>
<td>Variable</td>
</tr>
<tr>
<td>2006A Note</td>
<td>$20,500,000</td>
<td>7.075%</td>
</tr>
</tbody>
</table>

The outstanding balance as of fiscal year ending 2014 for the four notes mentioned above is $15,099,459.
### STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES

**FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2014**

*(Preliminary Unaudited)*

#### REVENUES:

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Taxes</td>
<td>$11,021,105</td>
</tr>
<tr>
<td>Intergovernment</td>
<td>$9,169,805</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$64,869</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>$54,706</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>$20,310,485</strong></td>
</tr>
</tbody>
</table>

#### EXPENDITURES:

**Current:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Government</td>
<td>$6,435,263</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>$6,730,262</td>
</tr>
<tr>
<td>Culture and Recreation</td>
<td>$218,527</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>$1,552,302</td>
</tr>
<tr>
<td><strong>Total Current</strong></td>
<td><strong>$14,936,354</strong></td>
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</table>

**Capital Outlay:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>General Government</td>
<td>$1,801,706</td>
</tr>
<tr>
<td>Transportation</td>
<td>$121,920</td>
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<tr>
<td>Physical Environment</td>
<td>$670,915</td>
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<tr>
<td><strong>Total Capital Outlay</strong></td>
<td><strong>$2,594,541</strong></td>
</tr>
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#### DEBT SERVICE:

<table>
<thead>
<tr>
<th>Type</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Principal</td>
<td>$3,565,004</td>
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<tr>
<td>Interest and Fiscal Charges</td>
<td>$3,203,646</td>
</tr>
<tr>
<td><strong>Total Debt Service</strong></td>
<td><strong>$6,768,650</strong></td>
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**TOTAL EXPENDITURES**

<table>
<thead>
<tr>
<th>Amount</th>
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<tr>
<td>$24,299,545</td>
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**Operating Income (Loss)**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,455,869</td>
</tr>
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#### OTHER FINANCING SOURCES (USES):

<table>
<thead>
<tr>
<th>TRANSFERS IN/(OUT)</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Transfer Out to Parking Enterprise Fund</td>
<td>(999,986)</td>
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<tr>
<td><strong>Total Transfers In/(Out)</strong></td>
<td><strong>(999,986)</strong></td>
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<table>
<thead>
<tr>
<th>Amount</th>
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<tbody>
<tr>
<td>(3,455,855)</td>
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**Changes in Fund Balances**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
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<tbody>
<tr>
<td>$26,155,198</td>
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**Fund Balance - October 1**

<table>
<thead>
<tr>
<th>Amount</th>
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<tbody>
<tr>
<td>$29,611,053</td>
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**Fund Balance - September 30**

<table>
<thead>
<tr>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$26,155,198</td>
</tr>
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</table>

### CITY OF HOLLYWOOD, FL

COMMUNITY REDEVELOPMENT AGENCY – BEACH DISTRICT
CITY OF HOLLYWOOD, FL
COMMUNITY REDEVELOPMENT AGENCY – BEACH DISTRICT
BALANCE SHEET
SEPTEMBER 30, 2014
(Preliminary Unaudited)

<table>
<thead>
<tr>
<th>ASSETS:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Cash</td>
<td>200</td>
</tr>
<tr>
<td>* Investments - at fair value</td>
<td>22,935,651</td>
</tr>
<tr>
<td>Due from Other Governments</td>
<td>904</td>
</tr>
<tr>
<td>Restricted Assets:</td>
<td></td>
</tr>
<tr>
<td>** Investments - at fair value</td>
<td>5,336,988</td>
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<tr>
<td>TOTAL ASSETS</td>
<td>28,273,743</td>
</tr>
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<table>
<thead>
<tr>
<th>LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>LIABILITIES:</td>
<td></td>
</tr>
<tr>
<td>Vouchers Payable</td>
<td>253,341</td>
</tr>
<tr>
<td>Accrued Wages and Leave</td>
<td>72,706</td>
</tr>
<tr>
<td>Due to Other Governments</td>
<td>885,834</td>
</tr>
<tr>
<td>Contracts Payable</td>
<td>899,510</td>
</tr>
<tr>
<td>Unearned Revenue</td>
<td>6,250</td>
</tr>
<tr>
<td>Total Current Liabilities</td>
<td>2,117,641</td>
</tr>
<tr>
<td>DEFERRED INFLOWS OF RESOURCES:</td>
<td></td>
</tr>
<tr>
<td>Unavailable Revenue</td>
<td>904</td>
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<tr>
<td>FUND BALANCES:</td>
<td></td>
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<tr>
<td>Restricted:</td>
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<tr>
<td>Debt Service</td>
<td>3,169,775</td>
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<td>General Government</td>
<td>245,354</td>
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<td>Physical Environment</td>
<td>10,701,582</td>
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<tr>
<td>Transportation</td>
<td>884,029</td>
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<tr>
<td>Grants and Special Programs</td>
<td>11,154,458</td>
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<tr>
<td>Total Fund Balance</td>
<td>26,155,198</td>
</tr>
<tr>
<td>TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES</td>
<td>28,273,743</td>
</tr>
</tbody>
</table>

* Investments at fair value represent funds on hand, where a significant portion of these funds have been designated for non-bond related capital improvement projects and/or obligations as outlined in the CRA Capital Improvement Plan approved by the CRA Board on June 1, 2011 pursuant to R-2011-27.

** Restricted Assets: Investments at fair value represent funds on hand that have been designated for bond related capital improvement projects pursuant to the Series 2007 Beach CRA Redevelopment Revenue Bonds.
## CITY OF HOLLYWOOD, FL
### COMMUNITY REDEVELOPMENT AGENCY – DOWNTOWN DISTRICT
### STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCES
### FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2014
### (Preliminary Unaudited)

**REVENUES:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Taxes</td>
<td>$2,762,361</td>
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<tr>
<td>Intergovernmental</td>
<td>2,333,257</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>3,473</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>195,138</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>5,294,229</strong></td>
</tr>
</tbody>
</table>

**EXPENDITURES:**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current:</strong></td>
<td></td>
</tr>
<tr>
<td>General Government</td>
<td>1,291,409</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>339,674</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>12,450</td>
</tr>
<tr>
<td><strong>Total Current</strong></td>
<td><strong>1,643,533</strong></td>
</tr>
<tr>
<td><strong>DEBT SERVICE:</strong></td>
<td></td>
</tr>
<tr>
<td>Principal</td>
<td>2,187,148</td>
</tr>
<tr>
<td>Interest and Fiscal Charges</td>
<td>1,051,088</td>
</tr>
<tr>
<td><strong>Total Debt Service</strong></td>
<td><strong>3,238,236</strong></td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>4,881,769</strong></td>
</tr>
</tbody>
</table>

**Operating Income (Loss)**  
412,460

**Changes in Fund Balance**  
412,460

**Fund Balance - October 1**  
1,138,306

**Fund Balance - September 30**  
$1,550,766
### Assets and Deferred Outflows of Resources:

**Assets:**
- Cash: $200
- Investments - at fair value: 1,302,377
- Notes Receivable - Net of Allowances: 915,000

**Total Assets:** 2,217,577

**Deferred Outflows of Resources:**
- 0

**Total Assets and Deferred Outflows of Resources:** $2,217,577

### Liabilities and Fund Balances:

**Liabilities:**
- Vouchers Payable: 340,164
- Accrued Wages and Leave: 6,078
- Due to Other Governments: 429
- Deposits Payable: 3,577
- Contracts Payable: 0

**Total Liabilities:** 350,248

**Deferred Inflows of Resources:**
- Unavailable Revenue: 316,563

**Fund Balances:**

**Nonspendable – Notes receivable:** 915,000

**Assigned:**
- Transportation - Streetlights: 270,000

**Unassigned:**
- 365,766

**Total Fund Balances:** 1,550,766

**Total Liabilities, Deferred Inflows of Resources and Fund Balances:** $2,217,577
CRA Beach District

Rendering of the Margaritaville Resort
Beach District Redevelopment Plan

The Beach District Redevelopment Plan was adopted in June of 1997 and provides the strategy for investing in public improvements and programs that will act as a catalyst for private investment and redevelopment in Hollywood Beach. The Plan provides redevelopment objectives, describes the concept for redevelopment of Hollywood Beach, and provides a plan of action to implement the Plan’s objectives.

The Beach District has invested millions of dollars in public and aesthetic improvements to the Beach, Broadwalk and other improvements in the area and will continue to enhance the public infrastructure. Today, new water and sewer lines have been installed throughout the Beach and Broadwalk area. Broadwalk improvements were complete in 2007 and included a complete makeover of 1.8 miles of Broadwalk, from Sherman Street to Jefferson Street. Eighteen (18) streets and street-ends have received new underground utilities and streetscape improvement and additionally a parking garage and a public park have been constructed. The CRA has also invested in beach renourishment to preserve natural resources and outdoor space.

New public and private projects are in the planning stages or underway in what the district hopes is a resurgence in property investment, including a new public parking garage at the old Fire Station #40 site, located on the east side of SR A1A between Nebraska and Nevada Streets.

Publicly Funded Projects

Margaritaville (Johnson Street Property)

On July 15, 2009, The City of Hollywood City Commission unanimously approved a draft Request for Proposal document to solicit proposals for the redevelopment of the Johnson Street site on State Road A1A.

On Wednesday, July 7, 2010, the Hollywood City Commission (acting also in its capacity as the Hollywood CRA Board) unanimously approved the execution of a Memorandum of Understanding between the City of Hollywood, the Hollywood Community Redevelopment Agency and Margaritaville Resort at Hollywood Beach, LLC.

The original Agreement was approved in February, 2011. In 2012, the Developer and the CRA desired to amend the Agreement in certain respects including the termination of the loan component and replacing it with a compensated funding plan for construction and Improvement costs as defined below:

- Ten Million ($10,000,000) to be used solely for the Improvement Costs including Furniture, Fixtures, and Equipment and/or Operating Supplies and Equipment.
• Thirteen Million ($13,000,000) to be used solely for the Improvement Costs designated as Constructions Costs exclusive of Furniture, Fixtures, and Equipment.

• The CRA Funding Agreement for improvements to Johnson and Michigan streetscape and street-end improvements including new sidewalks, a pedestrian friendly promenade, bathrooms, a trolley stop, a visitor information booth, a great lawn and renovations to the existing bandshell remains in place at Five Million ($5,000,000). Margaritaville will also have to maintain these improvements (above the CRA baseline) and do programming through a license agreement.

Construction on the project commenced in the summer of 2013 and is on target for completion in the summer of 2015.

**Underground Utility Conversion and Streetscape Enhancements**

This project has proven to be successful in transforming the pedestrian and vehicular streetscape by undergrounding the overhead utilities and enhancing the streetscapes. It has provided many benefits including the improvement to the district aesthetic and the provision of more reliable power, cable and telephone services which reduces the frequency of outages and improves public safety. The project is being completed in phases with the following phases being completed:

*Phase I - Cleveland Street to Grant Street* (6 blocks)
*Phase II - Minnesota Street to Tyler Street* (12 blocks)

Future phases include:

*Phase III - Oklahoma Street to New Mexico Street:* This phase includes 15 blocks starting just north of the already completed 18 blocks Phase I and II undergrounding of overhead utilities and streetscape beautification. This Phase is in design and permitting and will include improvements similar to the previous two phases. New Mexico and New Hampshire Streets will commence in October 2014, while the streets adjacent to the new parking garage will commence in conjunction with construction of the Nebraska and Nevada Street parking garage.

*Phase IV: Harrison to Magnolia Terrace* (19 blocks)
**Broadwalk Improvements**

Approximately $14,000,000 in public improvements has delivered aesthetic upgrades to the Beach and Broadwalk making it a remarkable South Florida landmark and a stimulus for private sector investment. The oceanfront Broadwalk now has colorful new pavers replacing asphalt, a tabby concrete bike path and a low decorative wall separating the Broadwalk from the sand. There is also historical-themed lighting, benches, trash and recycle receptacles, bike racks and pocket parks with public art and water features.

**Beach Renourishment**

The CRA bid out and constructed the beach renourishment project in two locations along Hollywood Beach. The north location of the project between Sherman Street and Wilson Street received approximately 5,800 CY of sand. The south location from Foxglove Terrace to near the city limit with Hallandale received approximately 53,300 CY of sand. This project widened the beach area and resolved the hot spot near the Diplomat hotel where the beach erodes significantly. Most of the beach has remained intact notwithstanding past hurricane storm activity. As part of the permitting process, the CRA/City continues to monitor the beach re-nourishment and its impact on the hardbottom. Weekly escarpment inspections are performed to ensure that sea turtles have easy access for nesting and evaluate sand performance. Beach tilling is performed as part of the permitting to enhance turtle nesting conditions. Post construction monitoring continues for this project.

**Future projects in the planning and/or design phase:**

- Public parking garage at Nevada and Nebraska Streets
- A1A Traffic Calming
- A1A Linear Park
- A1A/Johnson Street Multimodal Transit Hub
- Electrical/Signalization Cabinet Wraps Expansion
- Mural Program Expansion
Completed public improvement projects:

- Water and Sewer upgrades
- Enhanced New Dune Fencing
- Hollywood Boulevard Bridge Aesthetic Enhancement
- Over 100 new coconut palms on the beach
- Expansion of activity zone adjacent to the bike path within the CBD of the Boardwalk (Pilot Program)
- New benches and trash/recycle receptacles on the Beach and Broadwalk
- Beach crossovers and Beach signage program
- Street-end parklettes with shade structures, corrals housing trash receptacles, recycle bins, newspaper racks, and lush landscaping
- A1A Signalization Cabinet Wrap Project

Beach District Development Projects

Hollywood Beach has seen its share of quality development for condominium, hotel and mixed-use projects and hopes to continue to champion these endeavors. Included in these developments are Trump Hollywood – a 200 unit oceanfront luxury condominium tower; Ocean Palms – a 38-story, 240-unit condominium; and Villas of Positano – a Mediterranean-style low-rise (nine-story) building with 14 townhomes, 40 condominiums and eight penthouses.

Other development projects under construction include:

- Positano Beach Condominiums
- Costa Hollywood Condominium-Hotel
- Sage Beach Condominiums
- Sky Harbor
- Other development projects bordering the Beach CRA district including Apogee condominiums and Beach One condominiums.
Beach District Public Outreach Initiatives

Anti-Litter Campaign

In an effort to reduce and stop littering, the Hollywood CRA launched a marketing campaign that focuses on the following:

1. Heavy fines of up to $500 will be issued to individuals caught littering.
2. The litter left behind severely deteriorates the marine life ecosystem.

The anti-littering marketing initiative has various educational phases. The first phase was the installation of over 40 light post banners along the Broadwalk, additional and revised Beach Rules signage and anti-littering messaging placed on trash cans and electrical boxes. Working closely with the Hollywood Beach Business Association (HBBA), the second phase of the campaign included the distribution of advertising specialty items to patrons and visitors of Hollywood Beach.
Marine Turtle Lighting Initiative

In 2014, the Hollywood CRA started an interactive public outreach and education campaign to inform residents, condominium staff and board members, and business owners about the March 2015 Marine Turtle Lighting Ordinance compliance requirements. CRA Staff and Hollywood Beach Code Officers worked hand-in-hand with Broward County Environmental Planning & Community Resilience Division Marine Resources Section, Florida Fish and Wildlife and the Sea Turtle Conservancy in this endeavor and will continue in this educational outreach over the next couple of years.
CRA Downtown District

Mural by Tati Suarez
**Downtown District Redevelopment Plan**

The Downtown District Redevelopment Plan was adopted in 1979 and was amended in 1985, 1991, 1993 and 1995 to augment the existing redevelopment plan and provide additional detail on many elements. The strategy for implementing improvements and programs that will act as a catalyst for private investment and redevelopment in Downtown Hollywood remain the same. The Downtown District is investing in the community in a variety of ways through public and private redevelopment and planning for the future.

The continuation of the Neighborhood Street Lighting Program is in progress. The program commenced in 2008, but was unfunded in 2010. Streets assessed include parts of Van Buren and Polk between Federal Highway and 21st Avenue.

**Future projects in the planning and/or design phase:**

- Continued LED lighting, streetscape and sidewalk enhancements in the neighborhoods between Federal Highway and 21st Avenue – Washington Street to the south and Johnson Street to the north.
- FEC corridor – Tri-Rail coastal link
- Tyler Street – Complete streets project that would also include the widening of sidewalks and the possible conversation to a two-way street.

**Downtown District Development Projects**

There have been a number of residential, mixed-use and commercial development projects in the Downtown CRA district over the years. Included in this is the Radius mixed-use, residential project and the Hollywood Station mixed-use project. Upcoming development projects include:

- Hollywood Circle – planned 25-story mixed-use development with 397 rental units, a 104 room boutique hotel, and a retail component.
  - Making way for the new project, the 12-story Townhouse Apartment Building was demolished on Saturday, August 2, 2014
- Young Circle Commons – mixed used development project which will include 229 upscale residential units, 25,000 square feet of retail space and 4,000 square feet of office space.
- Hollywood Station Phase III –planned 14-story mixed–use development with 250 units and 5,000 square feet of commercial and office space.
- Icon Office – 4-story, 65,000 square foot Class A commercial office building.
- JED Tower – 12-story development with 89 residential units and 4,300 square feet of retail space.
- Barry University Expansion
Art & Culture in the Downtown District

The Downtown Redevelopment Plan states: “It is appropriate for the redevelopment program to be supportive of efforts to enhance Downtown’s position as the focal point for arts and cultural activities in the City. The Agency may find it advantageous to provide funding for facilities and groups which reinforce this goal.”

Downtown Hollywood Mural Project

The goal of this project is to curate contemporary outdoor murals at key locations in Downtown Hollywood in an effort to enhance and enrich the existing cultural fabric of our community, thereby attracting more art related activities, businesses and events.

On April 4, 2012, the City Commission passed and adopted an Ordinance which Amended Section 8.4 of the Zoning and Land Development regulations to set forth that the review process for murals located in the Downtown Community Redevelopment Area’s Music District would be established by the CRA Board.

On May 2, 2012, the CRA Board passed and adopted R-CRA-2012-25 establishing a Mural Review Committee, which provided the purpose and duties of the committee, the number of committee members, criteria for committee membership and the length of the term of the committee members. Pursuant to the Resolution, CRA staff confirmed an administrative application process for property owners who were interested in having a mural painted on the exterior of their property within the boundaries of the Music District.

During FY 2014, mural applications that were approved included the following:

**Artist:** Tati Suarez  
**Location:** 2020 Harrison Street

Tati Suarez is a Miami native. Her charming style is distinctive — first, the trademark eyes that draw the viewer into a beautiful and surreal world. Suarez takes full advantage of oil paint’s ability to create creamy, soft images on canvas. Rich with symbols that stem from her Brazilian and El Salvadorian heritage, subjects appear as if they are under water, frozen in lovely stillness. The doe-eyed figures look childlike, but also exude sexual overtones, ornamented with plants, insects and other accompaniments. Beauty is presented concurrently with exotic — even creepy — creatures to create enchanted narratives. Tati shows her paintings internationally and most recently designed a sneaker for Reebok Classic sneakers.
With a basis of freehand drawing, Molly Rose Freeman builds diverse compositions using triangular forms. In expressing mathematical functions with the crooked, imperfect lines she makes, she finds resonance with the expression of geometry in the crooked imperfection of nature. By using the structure of the triangle — the most basic shape in visual language — she explores the rhythms and relationships that exist from the microscopic scale to the galactic. Molly currently lives and works in Atlanta, Georgia and has worked with organizations including The Creatives Project, Living Walls: The City Speaks, the City of Charleston, the Atlanta Beltline, the Contemporary Art Museum St. Louis, Emory University, the Asheville Mural Project, Big Brothers Big Sisters of America, and others.
Internationally acclaimed artist duo The London Police transformed the west-facing wall of 1909 Harrison Street in Downtown Hollywood in late September, 2014. Major icons in the international street art movement, Chaz and Bob are the artists behind the feel-good high contrast artwork. Originally from England, the duo’s collaborative approach mixes Chaz’s smiling “lads” with Bob’s realistic contoured illustrations.

Chaz explains TLP’s mural concept for DHMP: “We always try to project a positive theme in our pieces. Our signature characters have happy faces and are depicted doing everyday things in the world they live in. In this particular piece one of our characters is making adjustments to the aquarium he is looking after. As this mural is near the sea we threaded an aquatic theme with science and nature with an overall moral of looking after each other.”
Other Art & Culture Activities

**Art & Culture Center** – is recognized as a Major Cultural Institution (MCI) in Broward County. CRA staff continues to work with the Art & Culture Center in an effort to collaborate on projects such as grants and special events. The Art and Culture Center of Hollywood presents contemporary gallery exhibitions, live stage performances, and high-quality education programs for adults and children. The Center fosters a creative environment where new and challenging work can flourish through programs that reflect the highest standards of artistry and diversity.

**Gallery 2014** - is an exciting space where the community can join in to enjoy, learn and acquire the work of local, "young" and "emerging" artists from around the world. Gallery 2014, located at 2014 Harrison Street, is a privately owned, 5,000 square foot, non-profit charitable enterprise that supports the arts and arts education in South Florida.

**Cinema Paradiso** – is recognized as a Major Cultural Institution (MCI) in Broward County. On January 9, 2013, the CRA Board approved a Resolution approving and authorizing the execution of an agreement between the Broward County Film Society d/b/a Cinema Paradiso and the CRA for the purchase of tickets to be utilized for the promotion of Hollywood Beach as a destination to the visitor market for a total not to exceed $30,000.00, payable on an annual basis at an amount not to exceed $30,000.00 per year for a term of ten years. The tickets are distributed to: Superior Small Lodging Facilities - over two dozen establishments totaling 445 Rooms on a (2:1) based on room number; AAA Rated Hotels with over 220 Rooms - Diplomat Resort & Spa and Hollywood Beach Marriott - on a (1:1) based on room number; and through the Hollywood CRA’s Visitor Information Center.

The Film Industry continued to choose Hollywood Beach and Downtown Hollywood as a backdrop for major film productions and still photo shoots. CRA staff works with the City of Hollywood in the approval and notification process of permitting.
PARK(ing) Day

On September 19, 2014 the CRA participated in International PARK(ing) Day, an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks called “parklets”. This was started by design company ReBar in San Francisco in 2005. The CRA collaborated with the City of Hollywood, Barry University, B-Cycle, and SFRTA to not only create parklets, but include a complete streets demonstration, a pop-up train station, and free public festival including music performances, visual art demonstrations, and health public outreach. The CRA hopes to continue this effort on an annual basis.
CRA Property Improvement Grants

The CRA’s Property Improvement Grant programs remain popular among property and business owners in both the beach and downtown CRA districts. In FY 2014, the CRA approved 14 grant applicants throughout the beach and downtown districts. Applicants must have grant applications approved prior to starting any improvements, and are awarded reimbursement grant funding once the project is completed as approved. No grants can be awarded for any properties with existing code violations.

Due to the popularity of the grant programs, large number of inquiries, and complexity of the application process, CRA staff began holding twice-monthly grant workshops for potential applicants. These are open to anyone who wants to learn more about the grant programs, walks people through the application process, and answers any questions each potential applicant may have pertaining to their specific property. Feedback has been very positive and attendees walk away with a clear picture of the grant application process.

Paint Only Program (POP)

The Paint Only Program (POP), established in April 2010, offers a 50% reimbursement up to a maximum grant amount of $10,000 for patching, pressure cleaning and painting the exterior of any property within the CRA district, including single family, multi-family, condominium, and commercial properties.

As a condition of receiving the grant, the property must meet minimum property standards, including the removal of conduit and screening of air conditioning units. The owners must also work with CRA staff to choose paint colors that meet the city and CRA design review standards. This incentive program has leveraged hundreds of thousands of dollars in private property upgrades beyond the scope of patching and painting. In FY2013, five (5) beach district applicants were approved for a total of $29,667.95 of CRA funds, and one (1) downtown district applicants were approved for a total of $1,585.

PROFILE PROJECT: Allington Towers (Beach District POPs)

BEFORE

AFTER
The Allington Towers, located at 1500, 1550, and 1600 S. Ocean Drive, are comprised of two condominium buildings and a shared recreation building. Each of these three properties received a grant from the CRA: 1600 and 1550 received POP funding and 1500 received PIP funding. Through the grant process we were able to work with two separate condominium associations to choose a uniform paint color scheme that is complementary to the architectural features of all buildings. At the completion of painting and after inspection by CRA staff, the association was awarded $10,000 for 1600 S Ocean Dr. and $10,000 for 1550 S. Ocean Drive.

**Property Improvement Program (PIP)**

The Property Improvement Program (PIP), established in 2005, offers a 50% reimbursement up to a maximum grant amount of $50,000 for comprehensive renovations to the exterior of a property. Properties located along the intracoastal waterway are eligible for an additional $25,000 for seawall or dock repairs. The grants are available to any property that is not a single-family property with a homestead exemption, including commercial buildings, commercial tenants with landlord approval, multi-family properties, and condominiums for exterior common areas. Grants are awarded on a competitive basis.

Grant applicants are required to meet minimum property standards, repair any structural or safety issues on the building, and pass CRA design review standards including various uniformity standards where multiple unit owners are involved. They are also required to go through the appropriate City approval processes, including planning review and permitting. Additionally, applicants are strongly encouraged to incorporate green building products and practices as well as incorporate sea turtle friendly light fixtures where appropriate.

Although not exhaustive, the following list contains items that could be considered within the scope of work of a PIP grant:

- Exterior painting
- Exterior lighting (in conformance with the sea-turtle lighting ordinance, where applicable)
- Signage
- Landscaping
- Paving for parking areas, walkways, or patios
- Impact-resistant windows and doors
- Air-conditioning (central air only)
- Roof repair or replacement
- Structural repair
- Concrete restoration
- Electrical work
- Plumbing work

In December 2011, the CRA board modified the PIP program to include a “Mini-PIP” provision. If the total amount spent on the project is less than $50,000, and the total contribution by the CRA is less than $25,000, the grants can be authorized administratively through the CRA Executive Director. However, the CRA board is sent a proposal by
memorandum and allowed to voice any questions or concerns before the grant is given final approval. This has simplified and streamlined the grant application process and drawn considerable interest from small property owners who can accomplish significant exterior renovations for under $50,000.

The intent of the program is to leverage private investment for comprehensive improvements and encourage property and business owners to restore, renovate or improve their property. This improves physical characteristics throughout the district, enhancing the environment and increasing occupancy and property values. In FY2014, three (3) PIP grants were approved for a total CRA contribution of $150,000 and four (4) Mini-PIP grants were approved for a total CRA contribution amount of $99,902.93.

**PROFILE PROJECT: Evercoastal Motel 308 Pierce St. (Beach District Mini-PIP)**

A previously vacant 10-unit hotel was purchased by a new owner. The scope of work was comprehensive in nature and included the following scope of work: impact windows and doors, stucco, paint, railings, pavers, exterior lighting, and signage. Additionally, the owner renovated the interior of the units their own expense without any assistance from the CRA. After inspection by CRA staff, the owner was awarded a reimbursement grant of $24,950.00.

**PROFILE PROJECT: 809 S. Ocean Drive (Beach District Mini-PIP)**
809 S. Ocean Drive is a four unit building with historic architectural features. The new owners purchased the property with the intent of restoring the historic features of the building. The scope of work included exterior paint, new impact windows and doors, pavers, railings, a fence, and landscaping. In addition to the exterior work, the owners completely renovated the interior space with no assistance from the CRA. The applicants were approved for a $25,000 reimbursement grant for their $142,000.00 investment, and are 95% completed with construction. They will be reimbursed once construction is completed.

**Hotel Improvement Program (HIP)**

In 2005, the CRA created the Hotel Improvement Program (HIP). In September 2013, the board modified this grant program and it now offers a 33% reimbursement up to 20% of the appraised value or $250,000, whichever is less. The grant is for comprehensive interior and exterior improvements to an existing hotel/motel, inn, or bed and breakfast with less than 50 rooms. Unlike the PIP which focuses on exterior renovations, the HIP is intended to focus on both the interior and exterior of the property, which both removes slum and blighted conditions on the exterior and raises the quality of hotel room accommodations within the CRA districts. No HIP Grant funding can be used for non-fixed improvements, such as furniture or linens. The goal is to leverage and encourage private investment and to integrate the scope of the project with Superior Small Lodging’s (SSL) Key Acceptable Hospitality Standard Elements. As a part of receiving this grant, the hotel must become certified with either SSL or become AAA Diamond Rated. In FY2014, one (1) HIP grant was awarded for a total CRA contribution of $125,000. This project is currently under construction.
Multi-Modal Transportation & Livability Enhancements

In 2014, the CRA continued to make multi-modal transportation and livability a top priority with some key enhancements and continued partnerships.

**Trolley**

In April 2010, the CRA launched a year-round trolley program as the Hollywood Trolley.

The Hollywood Trolley program offers circulator transportation service throughout Hollywood Beach and to the Downtown. The program was developed to improve mobility, enhance the visitor experience and ease parking demand and traffic congestion. The service is funded through a Public Transport Service Development Grant from the Florida Department of Transportation with matching funds from the Hollywood Community Redevelopment Agency. To facilitate strong ridership, the service provides short headways, interconnectivity between the trolleys, public parking garages, Broward County Transit and B-Cycle, low rider cost, and connectivity to major activity centers.

The Hollywood Trolley had a stellar year in 2014. The trolley launched a free mobile app as well as an automated phone service for our guests and residents. The Trolley had a record year in 2014 with over 100,000 riders (102,154 riders). That is a 25% increase over 2013. The weekend route continues to help alleviate parking concerns.

In late summer 2013, the Hollywood Trolley received a matching grant from the Florida Department of Transportation. This matching grant will enable a transportation system to transport riders from Tri-Rail Hollywood Station to the Downtown CRA. From there, riders can stay in Downtown or switch to the trolley system and travel to Hollywood Beach. This will allow visitors from all three major airports in South Florida to reach Downtown Hollywood and Hollywood Beach in an easy and affordable manner. The new TriRail to Trolley Shuttle will operate 7 days a week, 12 hours a day. The anticipated start date is Spring 2015.
**Broward B-Cycle**

CRA staff worked with Broward B-Cycle, the City of Hollywood, local stakeholders and Broward County to find suitable locations in the CRA districts for a new county-wide bike sharing program and facilitate permitting and approvals.

**Water Taxi**

CRA staff members worked with the corporate owners of Water Taxis of Fort Lauderdale to debut their new Hollywood water taxi route in December 2010. With input from the CRA and the City, the Water Taxi stops were carefully chosen to coincide with Trolley stops and parking. New stops were added throughout the year as the service grew in popularity.
Hollywood Beach “Mobi-Mat” ADA Access Program

In January 2012, the Department of Environmental Protection – Bureau of Beaches and Coastal Systems (DEP) renewed an annual field permit authorizing the continued use of four “Mobi-Mat RecPath” ADA access mats on Hollywood Beach. This is a significant reduction of permitting requirements from the DEP’s initial requirement of a Seaward of the Coastal Construction Control Line (CCCL) permit when the mats were installed in 2009. As the first field permit holder in the state, Hollywood continued to set the precedent for environmentally friendly beach ADA access in Florida and provided information to parks and municipalities across the State, as well as to Broward A1A Scenic Highway Committee. The mats are located at Tyler Street, New York Street, Johnson Street and Connecticut Street, under strict maintenance conditions.

In Fall 2014, the City of Hollywood and the Hollywood CRA were received approval for four (4) additional mobi-mats from the Department of Environmental Protection. The new mats are located at Carolina Street, Harrison Street, Oregon Street and Magnolia Terrace.
CRA Operations

Retail/Business Recruitment

CRA staff continued to update and maintain an internal database of properties for lease or for sale as well as a database of all businesses located within the Beach and Downtown Districts. The database allows staff to identify, sort and present properties to prospective tenants/owners. In addition, staff continued to work with property owners, brokers and other real estate professionals in an effort to retain and recruit businesses in the Districts.

The recruitment strategy included the recommendation to modify public policy on issues such as outdoor murals and zoning. In an effort to increase the daytime population of the Downtown District, a special focus was placed on the recruitment of office tenants including executive office suite and traditional larger office users. The North Office District was promoted as another option for small businesses and live-work space. Discussions with prospective tenants, including Cinema Paradiso, a private gallery and artist incubator owners and operators ensued during this period of time. The strategy for the relocation and expansion of tenants from similar districts in South Florida continued. With these efforts, additional new businesses opened in Downtown Hollywood and Hollywood Beach, crediting lower rents and the desire to be in a centrally located business districts.

Maintenance

In FY 2014, funding continued for capital equipment, repairs to equipment, supplies and staffing of the CRA’s Enhanced Service Beach Maintenance crew. The crew currently includes one full supervisor, seven (7) full-time staff members and four (4) part-time staff members. Additional temporary staff is utilized as needed. The City of Hollywood still maintains a morning crew of seventeen (17). Additional funding was also allocated for the procurement of ongoing temporary employees as needed. The CRA Beach Maintenance staff works an enhanced shift from 1:30pm to 10:00pm to supplement the maintenance activities provided during the daytime by the City of Hollywood within the boundaries of the CRA Beach District. Responsibilities range from emptying garbage cans, managing and maintaining the lighting on the Broadwalk, daily maintenance of restrooms, cleaning of outdoor beach showers, and de-littering the beach, maintaining mobi-mats, A1A corridor and Broadwalk to ambassadorial duties for our beach-going public. The CRA Beach Maintenance staff is also the point of contact for Sea Turtle protection agencies and played a pivotal role in identifying and addressing the needs of the community such as way finding and other signage, bike lane enhanced markings and creating easy to identify recycle bins. A more comprehensive recycle program was initiated by the CRA’s Beach Maintenance staff in partnership with the City of Hollywood Department of Public Works.

The continued preventive maintenance programs have drastically reduced the cost of repairs to Beach Maintenance equipment. An example of such program is the implementation of requirement of employees to file comprehensive inspection reports on a
scheduled basis, for the John Deere Gators. The cost of repairs has dropped significantly since instituting this practice.

In addition, Beach Maintenance spearheaded the completion of the first phase of installation of a new fence east of the Summit Condominium and the addition of brick pavers on the Broadwalk’s jogging path.

During previous years the CRA funded a portion of the salaries and benefits of a three (3) member City of Hollywood Public Works crew that was focused citywide. In 2011, it was decided that a separate crew was needed to focus solely on the Downtown core. Commencing in November 2011, the CRA piggybacked off an RFP with a local governmental agency and selected Block By Block, Inc. dba Valor Security Services (BBB). BBB has proven to be a viable option to provide services for the core commercial area of the Downtown CRA District. Consisting of one full-time supervisor and three part-time employees, the BBB team continues to provide an enhanced level of maintenance service and addresses some of the day-to-day maintenance needs of the CRA including de-littering of pubic areas, “spot” pressure cleaning of sidewalks, removal of palm fronds (once already fallen to ground), removal of graffiti on public property and special projects such as the installation of banners on light poles and painting of safety zones on curbs. From October 2013 to September 2014 BBB removed approximately 59,425 lbs. of litter and removed 1,687 graffiti tags off of public property in Downtown Hollywood. City of Hollywood staff continues to be responsible for the emptying the trash receptacles in Downtown Hollywood on a daily basis, as well as maintain the ArtsPark and the landscape of planters located in the area.

**Code Enforcement/Police**

In FY 2014, funding continued for several prior initiatives due to their positive results. This included the initiative to provide an increased focus on property standards and code compliance, which began in 2012 and provided for an additional Code Enforcement Officer to “float” between the Beach and Downtown Districts. This additional hire, increased the CRA’s enhanced Code Enforcement team from two (2) to three (3) officers that covers a seven day schedule and often includes evening shifts. In 2014, due to an increase in code violations being issued, a part-time administrative secretary was hired to provide assistance in outreach and for preparing for Special Magistrate hearings. Code Enforcement staff engages in face to face interaction with property owners and property managers to educate on code violations and offer suggestions on achieving compliance. Most common violations written were for property standards, weeds/grass and sign infractions. Residents and the business community were issued warnings and violations for properties that were not in compliance. The administrative citation was utilized for violations such as an overflowing dumpster.

Explaining cost/benefit analysis of compliance to property owners/managers is extremely important. General compliance on most cases is achieved by building professional relationships with property owners/managers and educating violators that the potential costs of non-compliance do not outweigh the benefits of non-compliance.
The CRA also continued to fund enhanced police services for the Downtown and the Beach as well as fund needed equipment such as ATVs. The Police personnel play a vital role in making the beach and downtown safe for residents, visitors and business owners. These officers provide an enhanced level of service over the baseline level that is provided by the patrol officers.

**Visitor Services**

Extremely personalized answering of individual visitor questions at the Hollywood Beach Welcome Center, Hollywood Beach Culture and Community Center and at the CRA Office, have earned Hollywood an enviable reputation as being a warm and welcoming destination. The CRA’s provision of visitor service locations throughout the two districts have contributed significantly to making Hollywood a premier visitor destination.

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
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<tr>
<td>December</td>
<td>3019</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>37820</strong></td>
</tr>
</tbody>
</table>

**Permitting Process**

In late 2011, the CRA began to take an active role in the permitting process for applications within the CRA districts. The CRA staff reviews and approves certificates of use as well as every single permit that comes into the planning and building department located in the CRA districts on a twice-weekly basis.
Business Development

The Beach District’s business development initiatives support the redevelopment objectives identified in the Hollywood Beach Community Redevelopment Plan. With a mission to drive economic growth and in accordance with the redevelopment objectives, key marketing and business development goals for the Beach District are:

- Establish and maintain an electronic networked inventory of beach properties available for redevelopment and investment
- Develop and promote CRA programs and opportunities to stimulate private investment and improvement projects
- Foster ongoing communication with Hollywood Beach residents, business owners, property owners, civic and community groups, and condominium associations
- Strengthen awareness and identity of Hollywood Beach and the CRA to investor, visitor, residential and commercial business audiences

The Downtown District’s business development initiatives support the redevelopment objectives identified in the Downtown District Redevelopment Plan. These objectives include to:

- Maintain an electronic networked inventory of downtown properties
- Recruit office tenants (with a special focus on “creative class” tenants) and new quality businesses to Downtown Hollywood
- Encourage new office development, targeting areas north of Hollywood Boulevard.
- Integrate ArtsPark at Young Circle into all Downtown District activities
- Cultivate an environment that embraces the arts and supports artistic activity
- Celebrate the existing historic business district along Hollywood Boulevard
- Create an inventory of retail/commercial storefronts, including existing businesses and vacancies
- Work with the City of Hollywood Department of Community and Economic Development, Downtown Hollywood Business Association and Property Owners to strategize for retail recruitment
CRA District Events

Signature events strengthen the Hollywood brand and introduce new audiences to the area. Associating Hollywood with these events maximizes publicity value, extends marketing reach via collaborative partnerships and delivers a positive economic impact to the area. To meet the objectives identified in the Hollywood CRA Redevelopment Plan, specifically to provide for a viable business community and high quality of life for Hollywood residents and visitors; to enhance Hollywood as a tropical destination; and to expand recreation opportunities, a program of events and entertainment was supported. These events include:

**Hollywood Beach Candy Cane Parade**  
(December 2013)  
The annual Hollywood Beach Candy Cane Parade has been a Hollywood Beach tradition since 1955 and continues to draw large and enthusiastic crowds.

**St. Patrick’s Day Parade**  
(March 2014)  
This is an annual celebration of all things Irish in Downtown Hollywood. The CRA partners with the New Hibernians of Hollywood and the City of Hollywood in making sure the event is a great success and well attended each year.

**Hollywood ArtsPark Experience**  
(Six concerts scheduled throughout the year)  
The Hollywood ArtsPark Experience is a concert series and cultural showcase, presented by renowned concert producers The Rhythm Foundation. In June, 2014, the Hollywood CRA received a grant in the amount of $25,000.00 from the Florida Department of State, Division of Cultural Affairs for the continuation of the Hollywood ArtsPark Experience series.

**Hollywood Beach Pro Footvolley**  
(February 2014)  
An internationally televised Pro Footvolley championship was held on Hollywood Beach and broadcast on GolTV.

**4th of July on Hollywood Beach**  
(July 2014)  
Hollywood Beach is host to fireworks, live music and entertainment offerings.
**Broadwalk Friday Fest**
(Every Friday)
In FY 2014, free live concerts and cultural entertainment were staged every Friday.

**Saturday Night Bandstand**
(Every Saturday)
In FY 2014, a weekly Saturday night concert series offered live music all year round. The free entertainment continued to attract audiences to Hollywood Beach.

**Downtown Hollywood ArtWalk**
(Every third Saturday)
With over a dozen local galleries and businesses participating in the event, the Downtown Hollywood ArtWalk invites patrons to look over the shoulder of an artist painting a mural and visit the art galleries and businesses showcasing local, regional and international artwork during ArtWalk every 3rd Saturday of the month.

**Full Moon Drum Circle**
(Every full moon)
The event enjoyed great success in FY 2014 with over 200 participants on a monthly basis. Partnering with Resurrection Drums, the CRA continues to invite drummers of all skill levels to participate in this guided monthly drum circle held on the Palm Court (far west side) of the ArtsPark.

**Downtown Hollywood Dream Car Classic**
The popular Downtown event returned with the Downtown Hollywood Business Association.

**Odd Duck Indy Craft Bazaar**
(March 2014)
At this event, artists and crafters showcase the most contemporary handmade goods on the market today. The event partners with local Downtown businesses and property owners, and features an abundance of unusual shopping, live music, do-it-yourself crafts, free giveaways, entertainment and refreshments.
Marketing / Advertising / Tourism

Hollywood founder Joseph W. Young understood the importance of a thriving tourism industry for Hollywood. Today, the Hollywood CRA continues to further Young’s vision with the clearly identified objectives in the Hollywood Redevelopment Plan which include re-establishing tourism as a vital industry and enhancing Hollywood Beach as a tropical destination.

The Hollywood CRA’s tourism efforts have delivered a significant impact. In the 2014 fiscal year, the year-over-year tourism tax collection from Hollywood hotels is estimated to have increased by 12.12% percent accounting for $8,015,315 or 15% percent of the total tourism tax collection in the Greater Fort Lauderdale region. This estimate is based on continuous previous year’s performance based on an approximated 15% of the total taxed collected.

Of the 31 municipalities in Broward County, Hollywood continued its position as number 2, second only to the City of Fort Lauderdale, in the collection of tourist tax dollars. The CRA continues to monitor the economic factors that affect Hollywood’s tourism industry and looks forward to continue working with the City of Hollywood and the tourism industry to address the ongoing prosperity of Hollywood.

From a national campaign that reached millions of potential visitors to the highly personalized answering of individual visitor questions at the Hollywood Visitor Information Center, the Hollywood CRA’s efforts over the past year contributed significantly to making Hollywood a premier vacation destination for visitors across the globe. The following "Annual Highlights" section showcases just a few of the ways the Hollywood CRA’s responsiveness and leadership helped grow the Hollywood brand during the past year.

**Marketing**

In 2014, the CRA reached tourism consumers all over the country through its successful multi-media advertising program, a national campaign to position Hollywood as a place where the local culture is as warm and inviting as it is natural and evolving. The multi-media campaign introduced Hollywood’s beach, downtown and nature areas reaching a national audience with a focus on key feeder markets for Florida - an important step in protecting and growing Hollywood’s share of the market. The campaign also focused on local and Florida drive markets targeting consumers planning a day, weekend or staycation. The integrated media strategy also included online, web, and print promotions.

Media objectives were to:
- reinforce brand awareness of Hollywood
- attract new businesses and investment to Downtown Hollywood and Hollywood Beach
• target niche markets (destination weddings, cultural arts enthusiasts, ecotourists, etc.)
• create preference for Hollywood’s downtown and beaches by targeting individuals planning a summer vacation in Florida
• target travelers arriving by air, planning an in-town “staycation” or “daycation”, vacationers extending their cruise vacation and local Hollywood / tri-county residents

Media strategies were to:
• Use media proven to be effective at reaching specific target audiences
• Run television ads to reach national travelers as well as local and Florida drive audiences
• Use targeted online sites to reach local and Florida drive audience
• Drive traffic to Hollywood’s tourism website (increase clicks to site, increase clicks to partner sites, add to email database, increase mail database of vacation planners)

WPLG Beach Weather Cam

One major media highlight was the debut of the WPLG Beach Weather Cam, which included 1,400 on-air mentions, 200 15-second spots, and website sponsorship on Local10.com accounting for more than 100K impressions each month or 1.2 million impressions annually, all negotiated at a $48K savings. The feed was picked up on numerous occasions by ABC’s nationally televised Good Morning America, providing priceless national exposure to warm and sunny Hollywood Beach in the midst of the winter season.

Pandora Personal Media

Music lovers with Smart Phones found out about Hollywood music events by hearing a 15-second audio message and seeing our ad offering a free CD of the musical group performing at the featured event. Pandora allows consumers to be targeted by age, gender, zip code and even preferred music genre.

Box Truck Advertising

The CRA promoted the destination and highlighted major events with colorful Box Truck ads which provided a mobile 3-sided billboard and reached local consumers throughout Downtown Hollywood, Hallandale, Aventura and Ft. Lauderdale.

Public Relations/Promotions

Travel trade and mainstream media provide consumers with an unbiased review of Hollywood’s tourism offerings. The CRA delivers timely and newsworthy information on hospitality offerings in the beach and downtown districts. We invite travel writers from top publications to experience the city for themselves, and partners with media and trade to offer consumer promotions that attract potential visitors and generate awareness of all
there is to see and do in Hollywood. The CRA also hosted events that attracted excellent local coverage in the Sun-Sentinel, New Times, Hollywood Gazette, Miami Herald and local TV (WPLG, WSVN) and radio stations (WLRN, HOT-105, WDNA). There were also international publications such as Acontece, Gerencia de Viajes and Gazeta. The Mural program also inspired multiple stories in local publications and websites, highlighting Downtown Hollywood as an up-and-coming art destination.

**Weddings**

The CRA launched visithollywoodfl.org/weddings for couples who want to plan all aspects of their perfect beach wedding and honeymoon on one easily searchable site. The highly popular site is optimized and distributed via relevant online and social media channels delivering hundreds of qualified leads each month to Hollywood beach and downtown businesses.

**FAM Tours**

In cooperation with the Greater Ft. Lauderdale Convention and visitor’s bureau, we welcomed 13 media guest, from the SATW, Society of American Travel Writers. A guided tour was provided for the group which included lunch and a tour of our most popular points of interest in Hollywood. It’s these types of tours which allow visiting guest to experience our beautiful broadwalk and visit our many unique shops and restaurants.

**Hollywood CRA Mobile Visitor Information Center**

The Hollywood CRA has acquired two bikes that are one of a kind and designed specifically for the purpose of providing visitor information and assistance to beach patrons on the go.
Chapter 163 of the Florida Statutes requires each CRA to provide an annual report by March 31 of each year to the Governing Body (City Commission). This report and financial statement is submitted in fulfillment of that requirement and to provide information to the public.