



CRA Executive Director's Report, June 2015

The following Informational Report by Jorge Camejo, Executive Director, provides an update to the CRA Board on recent Beach and Downtown activities.

Capital Improvement / Redevelopment

A1A Traffic Calming

CRA/City Staff met with FDOT on April 9th, 2015 to discuss the traffic calming design along SR A1A from Sheridan Street to Hollywood Boulevard. Staff discussed feedback from the community meeting on March 12th, 2015 as well as further development of a DRAFT cross section and designation of the corridor as a Transportation Design for Livable Communities designation. The designation allows for more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, narrow bike lanes, lush landscape buffers and enhancing traffic calming measures. CRA/City Staff is also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The park would incorporate safer pedestrian access across A1A to the community center, a water taxi stop, shaded seating areas, public art and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

As a result of several meetings with HBBA Representatives and the trucking/delivery companies, CRA Staff is working on proposals for loading zones, truck sizes and times of delivery with the companies and businesses within the Central Business District of the CRA and along the Boardwalk. Follow up meetings are planned with the community to discuss these proposals.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff is spearheading a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifies the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and provides visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. After the conceptual design was presented at the May 6th, 2015 CRA Board meeting, on May 19th, 2015, CRA/City Staff met with the Broward MPO to discuss the design and grant/funding opportunities. CRA/City Staff will be meeting with

FDOT on June 15th, 2015 to discuss design elements of the design as FDOT has jurisdiction over this roadway.

Tri-Rail Coastal Link Passenger Rail (TRCL)

The two year Project Development Phase of TRCL is set to begin in the summer of 2015 with public kick-off meetings to be held starting in the late summer, early fall. Concerns from the Federal Agencies over confusion of the TRCL with ongoing AAF-DEIS (environmental impact statements) will ultimately decide the actual PD start date with the FTA. There are a total of 20–22 stations being planned for the first part of this system. Those stations requiring further evaluation in this area between Aventura and Ft. Lauderdale are: Hallandale Beach, Hollywood, Dania Beach and the FLL Airport.

Underground Utilities Phase III

Construction work has already started on New Mexico Street, New Hampshire Street and Thomas Street for the undergrounding of utility lines. JJW is the Contractor responsible for the two streets, New Mexico and New Hampshire Streets.

Downtown Streetlighting Projects

Neighborhood Streetlighting:

- Van Buren and Polk Street projects are complete and operating.

Illumination of Alleys in Commercial Core:

- CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Van Buren and Polk Streets.

Margaritaville Construction

Activities

Basulto Management Consulting, Inc. (BMC) reviewed draw request #20 and visited the jobsite in advance of the current draw request on May 15, 2015. Physical progress was verified during the site visit.

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 (82% of \$13,000,000 less prior funding of 79%) for eligible construction cost.
- Process payment to developer of \$154,905 (25% of \$5,000,000 less prior funding of \$1,103,621) for eligible Johnson Street improvements.
- It was noted in the Executive Summary submitted by the contractor to the developer, that a potential delay of 131 days is reflected in the most recently updated schedule. The developer reports that steps are currently being taken to mitigate this delay.

- 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.



Johnson Street bathrooms, information booth and pavers



Car stackers are complete



Pool and surrounding area progress



West elevation from A1A

TIFF Grant Programs

We currently have 16 PIP/POP/HIP grants in various stages of approval or construction – 2 in the Downtown and 14 in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.



Business Recruitment, Retention, Expansion & Private Investment

CRA Staff in coordination with the Ambit Advertising & Marketing has finalized the updated business recruitment/redevelopment collateral brochure. The brochure includes maps and information about the CRA Districts as well as existing and planned redevelopment and will act as a tool in introducing the CRA Districts as a prime location for real estate investment.

Staff continues to work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects.

The Business Recruitment 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 launched an advertising campaign that targets “creative class” tenants. Staff has also initiated discussions with a property owner in regard to transforming an underutilized property on Hollywood Boulevard into space to a co-work space (a WeWork or The LAB Miami concept), met with and continues to communicate with Passport Development LLC, JED Developers, Kapital Group, Harrison Art Colony LLC (Ben Cohen), Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty and other property owners and international and domestic in and out-of-state prospective property owners in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

CRA staff continued to work diligently with: the owner of 1916 Hollywood Boulevard in an effort to secure Buffalo Exchange, a national clothing retailer that has over 30 locations in 17 states; as well as a group of artists to lease 2000 Harrison Street, suites 8 & 9 for private and open studio options for local artists as well as ceramics, pottery and art classes of different media for children and adults.

The ArtSpace Preliminary Feasibility Report was received and reviewed by staff. ArtSpace will be making a presentation on the report at the June 3rd CRA Board Meeting.

On an ongoing basis, staff assesses Downtown Hollywood’s inventory and calculates 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 assessed in order to determine accurate rates.

Staff continues to work hand-in-hand with the Hollywood Beach Business Association, Downtown Hollywood Business Association and existing tenants located within the CRA Beach and Downtown Districts in an effort to upgrade their product line, services and marketing strategies. These strong suggestions are made, however, it is the decision of the business owner whether or not to implement.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 20 Certificates of Use in April:

1. L Mercado Studios, 2000 Harrison Street bays 6 & 7 (retail art studio)
2. Invix LLC dba Primivix, 2038 Harrison Street (printing services)
3. YSBT Management, LLC, 1911 Lincoln Street (rental property) – CU associated with Building Department
4. Twin Stone Designs & Installations, Inc., 801 N. 21st Avenue (retail showroom)
5. Realtus International, LLC, 2028 Harrison Street (real estate sales center)
6. Baracuda LLC, 315 S. 21st Avenue (a/c repair and service)
7. 315 Taylor Street LLC, 315 Taylor Street (motel)
8. Fire Apt. Inc., 1857 Jackson Street (rental apartments)
9. Kindred Hospital South Florida – Hollywood, 1859 Van Buren Street (hospital)
10. La Café Parisien, 2028 Harrison Street #103 (restaurant)
11. AAA Triple A Cleaning & Restoration, 110 N. Dixie Highway (Office)
12. Red Pelican Investment, LLC, 230 N. Broadwalk (spa and snack shop)
13. Affordable Auto Sales, Inc., 612 S. Dixie Highway (used car dealership)
14. Sansushito Sushi Bar LLC, 121 N. 20th (restaurant)
15. Ahhh-mazing Yoga, 101 N. Ocean Drive (Yoga Studio)
16. Affordable Auto Sales, Inc., 612 S. Dixie Hwy (auto sales)
17. Buffalo Exchange, 1916 Hollywood Boulevard (retail sales)
18. Indigo Swan LLC, 2033B Hollywood Boulevard (art studio)
19. Spa Overdose, 1909 Harrison Street (retail sales and spa services)
20. House of Ruben, 530 N. Dixie Highway (restaurant)

Murals / Public Art Initiatives

Over the past month the CRA continued to contact property owners regarding potential mural sites including 1946 Harrison Street, 113 South 20th Ave and site 1700 Harrison Street (across the street from Art & Culture Center on 17th Avenue).

CRA staff also facilitated and supervised photo shoot for the Broward 100 “Inside Out” project and created a schematic & mural rendering for the project. The Inside Out Mural is scheduled to be installed on Saturday, June 13th. CRA staff has also reached out to the COH staff in an effort to video-document the installation process.

Public relation efforts included the maintenance of the ArtWalk website and staff gave a tour of the Downtown Hollywood Mural Project to Margery Gordon, art tour guide and director/founder of Arts Encounters.

Rendering of proposed Inside Out Mural to be located on the north and west facades of 1740 S. Young Circle. The below rendering does not include the actual photographs that will be used for the mural at this location.



Maintenance

Downtown - In April, Block By Block staff removed 297 graffiti tags from public property, collected 4,151 lbs. of litter, collected 335 palm fronds and returned 6 shopping carts to their place of origin. Additionally, 15 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In April, 1,872 operational hours were clocked by beach maintenance staff. Of those hours, 1,359 were dedicated to trash removal from the beach, 48 hours were spent maintaining the restrooms and 87 hours were spent cleaning the shower areas. Approximately 36 graffiti tags and stickers were removed. Additionally, the damaged cement tables and benches have been removed from the beach in front of the Summit property. The annual power washing of the Boardwalk has been completed. Daily maintenance of Charnow Park continues and new bird netting has been installed at all 5 pavilions.

Code Enforcement

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate hearing. The CRA Redevelopment and Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases.

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In the month of April, in the Beach District, 19 on-view violations were issued, 6 complaints were addressed and 40 re-inspections were conducted. In the Downtown District, 54 on-view violations were issued, 2 complaints were addressed and 48 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

Sea Turtles & Environmental Issues

Sea Turtle Lighting

The marine turtle lighting ordinance went into effect March 2015. Marine Turtle Nesting Season also began March 2015. On April 30th, Hollywood CRA staff met with the Tiffany Condo for an education and enforcement seminar on the Marine Turtle Ordinance.

Transportation Initiatives / Hollywood Trolley

Trolley rider numbers continue to climb and exceed expectations. April 2015 ridership was 9,870. The Beach Line had 4,852 passengers, the Downtown/Beach South line had 2,857 passengers and the Downtown/Beach North line had 2,161 passengers.

Trolley Alternative Fuels

Staff and the trolley vendor have been working on an energy efficient solution for the trolley system. After months of research, the trolley vendor will start using propane with the new contract in October 2015.

Marketing and Visitor Services

Hollywood CRA at Cruise3sixty

The Hollywood CRA met with travel agents from nearly all 50 states and Canada on April 23rd and 24th at the 11th annual Cruise Lines International Association's **cruise3sixty**, the

official conference of the cruise industry. Held at the Broward County Convention Center, the show had its largest number of attendees in history, welcoming 1,400 cruise industry executives to Broward County.

The CRA team presented the great variety of pre- and post-cruise attractions Hollywood offers to tourists, as well as its wonderful selection of hotels and Superior Small Lodging® inns. Travel professionals attending the conference were responsible for recommending and selling vacation packages, cruises, and hotels.

Wendy Johnson from the CRA's Marketing and Visitor Services was kept busy at the Hollywood CRA booth speaking with a steady flow of interested agents. "It was fun meeting the travel agents and tour operators. Many of them were not familiar with Hollywood, Florida, thinking we were the 'California Hollywood.' They were especially interested to learn about our beautiful Hollywood Beach and Broadwalk, and the latest about Margaritaville and our other new attractions."

Several of the cruise lines announced new sails out of Miami, which will provide additional opportunities for Hollywood to attract these travelers either a few days before they embark or after they return.

The cruise industry has been growing since 2009, and forecasts that a record 23 million people worldwide will take cruises in 2015, up from 22.04 million cruisers last year.



In the month of April, Visitor Service Specialists accommodated the needs of 2,425 visiting guests and local residents at the Garfield Information Center. The Visitor Services Specialists continue to connect with local businesses, restaurants and hoteliers to assist in providing information about local events and happenings in Hollywood.

Diamond Tours Inc.

During the month of April, the Visitor Services staff accommodated the needs of 169 guests transported by charter buses for a short break, lunch or walking tour along our beautiful

Broadwalk. Visitor staff assists guests by providing information about our restaurants and many shops.

Tourism Events

In conjunction with the Greater Fort Lauderdale CVB, we attended one of the largest trade shows in the industry to promote Hollywood as a destination.

This trade show is made of agents who attend from all 50 States plus Canada, with ever increasing international representation. These agents not only sell cruise packages, more than 50% of their business is non-cruise, where they sell tour packages, hotels and destinations.

Caitlyn Etchevers, Director of Domestic Sales with the CVB, contacted our office regarding assistance with a FAM for German Tour Operators. We provided a special tour along A1A and Downtown areas. We ended the evening with a fine dining experience at FACE Restaurant. The tour operators will go back to their prospective locations and promote Hollywood as a destination.

Foreign Visitors by Country Origin

While our Canadian guests lead in the way in the number of foreign visiting guests at 78.74%, we are seeing an increase in the number of guests from other countries. We welcomed guests this month from France, Argentina, Germany, UK, Norway, Colombia, Belgium, Spain, Switzerland, Israel, Poland, Russia, Italy, Denmark, Peru and Brazil.

CRA Board Meeting Results – 5/6/2015

R-CRA-2015-23 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of April 1, 2015.

Result: Passed 7-0

R-CRA-2015-24 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The State FY 2017 Florida Department Of Transportation Transit Corridor Grant In An Amount Not To Exceed \$300,000.00 For The Continuation And Enhancement Of Hollywood Trolley Program; Authorizing The Required 25% Matching Funds To Be Paid From Account No. 63.0185.00150.552.004806; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Grant Documents.

Result: Passed: 7-0

R-CRA-2015-25 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Establishing The Rules Of Procedure For the Governing Of CRA Board Meetings.

Result: Passed: 7-0