



CRA Executive Director's Report, March 2017

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

Underground Utilities Phase III

Construction work has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor completed installation of drainage basins in all the streets except for Carolina Street. The electrical contractor installed conduits at Oklahoma, McKinley, and Nebraska Streets and continues moving north. Directional boring is completed for Oklahoma and McKinley Street and the road work will begin by end of this month. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction.

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

After receiving a GMP (Guaranteed Maximum Price) from Kaufman Lynn Contractors for the planned 318 space public parking garage at Nebraska/Nevada Streets, staff worked with the architect and contractor to reduce costs. The garage was redesigned with a cost savings and On November 2, 2016 the CRA Board directed staff to proceed with the new design. Plans were revised based on TAC comments and were submitted for approval by the planning department. The new design has a drivethrough from Nebraska to Nevada Streets, eliminates the retail liner along SR A1A and includes public restrooms. The architect submitted the new design to City Staff and the new site plan design is to be considered for approval by the City Commission in March 2017.

Hollywood Boulevard Streetscape Project

The drawings for the streetscape project were submitted to City of Hollywood Building Department for permitting. The scope of the project includes new landscape, festoon lighting and lighting curtains and four new decorative poles with CC-TV security cameras.

Neighborhood Street Lighting Project

The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Streets were completed and currently the contractor is moving to the next six remaining streets. The low bid contractor was Imperial Electric. Construction of the six streets will last approximately six months.



Downtown Commercial District Alleyway Lighting Project - Completed

Locations for the installation or upgrade to the FPL lighting in the alley were determined by the CRA in coordination with FPL and the City of Hollywood. A total of 32 lights were either installed or upgraded as part of the project.

"Model Block" Project

CRA Staff is working with the Community Development Division in the creation of a "Model Block" program in the neighborhoods adjacent to downtown. The goal of this project is to combine city and CRA finding sources and focus the effort on one block at a time within the downtown CRA district. The scope of work may include housing rehabilitation, exterior property improvements, and streetscape work. In addition to city staff and residents of the block who choose to participate in the effort, staff hopes to include community partners and other stakeholders to contribute their time and resources to this project in the community. The CRA and the City are currently working to identify a block within the downtown CRA that will most benefit from this effort and meets the criteria for receiving the various grant funding available.

TIFF Grant Programs

The CRA currently has 13 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 2 in the Downtown CRA Area and 11 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency.

Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions, partnering with business owners on the mural project, events, promotions such as the monthly e-blast, press releases for new businesses and the Artspace proposed residential project. In addition, working with property owners to assemble increasing day time population via securing new office tenants is a top priority.

On Thursday, February 9th, CRA staff attended a meeting held by the South Florida Office Broker's Association (SFOBA), and anticipates to host a meeting with this group of prestigious regional commercial real estate brokers within the few months.

Artspace Update

Staff continues to communicate and work with Artspace in an effort to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 17 Certificates of Use in January:

1. FJS International, LLC, 2000-2 Harrison Street (office)
2. South Florida Paddle Boards and Watersports Association, 1201 S. Ocean Drive #S110 (office?) – pending approval
3. Angus Streakhouse, Inc., 1917 Hollywood Boulevard (restaurant)
4. TPEC Hollywood, LLC, 1711 Fillmore Street (residential investment property)
5. N276 NY Flyers, LLC, 1915 Hollywood Boulevard #100 (office)
6. Publix Super Markets Inc. #1554, 1740-1776 Polk Street (retail)
7. Hollywood Circle, LLC, 1740-1776 Polk Street (mixed use development)
8. Don Casino Production, Inc., 303 S. 21st Avenue (office)
9. Hollywood Engineering, Inc., 428 S. Dixie Highway (office)
10. Mint Legal Solutions, LLC, 1926 Hollywood Blvd. #312 (office)
11. Victory Spa, Inc., 2126A Hollywood Blvd (personal services)
12. Alem Group, LLC, 2028 Harrison Street #207 (office)
13. Salon Choco, LLC, 2032 Hollywood Blvd. (personal services)
14. Famsun Invest LLC, 2022 Hollywood Blvd. (commercial property owner)
15. Sun Com Mobile, LLC dba Cricket Wireless, 1874 N. Young Circle (retail)
16. Ansel and Miller, LLC 1939 Tyler Street (office)
17. D'orville Cakes, LLC, 2039 Tyler Street (retail / bakery)

Murals / Public Art Initiatives / Creative Placemaking

One new mural was added to the Downtown Hollywood Mural Project: Henning Haupt at 1922 Van Buren Street. Eddie Mendieta's new mural concept was approved and is scheduled to be painted in late February. Two murals are currently in development: 1926 Tyler Street and 2050 Hollywood Boulevard.



Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The CRA also supported the following annual events:

- Canada Fest: A two day event on Hollywood Beach that aims entertain Canadian residents and travelers in Florida, promote Québec culture to Floridians and foreign tourists, and introduce local products and services to attendees.
- Yoga Festival: A full day event on a portion of 20th Ave in Downtown Hollywood that featured various classes offered for children and adults, as well as health and fitness vendors on site selling products.
- The Hollywood Florida Film Festival: A week-long event with pop up events in various local businesses in Downtown Hollywood. Its objective is to unite the community of Hollywood Florida through the medium of cinema. There are compelling stories being told across the globe and they want to bring these high quality films to our neighborhood.

Maintenance

Downtown - In January, Block By Block staff spent 88 hours on special projects, removed 157 graffiti tags from public property, collected 6,615 lbs. of litter, collected 476 palm fronds and returned 24 shopping carts to their place of origin. Additionally, 47 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In January, 1,916 operational hours were clocked by beach maintenance staff. Of those hours, 1,341 were dedicated to trash removal from the beach, 59 hours were spent maintaining the restrooms and 90 hours were spent cleaning the shower areas. 76 graffiti tags and stickers were removed.

Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In January, in the Beach District, 32 on-view violations were issued, 7 complaints were addressed and 40 re-inspections were conducted. In the Downtown District, 37 on-view violations were issued, 1 complaint was addressed and 67 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, January 2017: 6,754 passengers. The Downtown/Beach North line had 2,628 passengers, the Downtown/Beach South line had 3,158 passengers and the Beach Line had 968 passengers.

Train to Trolley shuttle ridership, January 2017: 943 passengers.

Marketing and Visitor Services

Social Media

Twitter: 75 new followers; Instagram: 31 new followers; Facebook: 111 new likes.

Visitor Services

In January, Visitor Services staff assisted 3,881 visiting guests and local residents (an increase of 10.76% from the previous year).

Leads

In January, Visitor Services staff processed 437 leads generated from requests for more information about Hollywood received via Reflections, Weekly Reader, and Bridal Guide.

Diamond Tours

Visitor Services staff welcomed a total of 215 guests arriving via Diamond Tours Inc.

International Visitors by County of Origin

In January we welcomed guests from 23 different countries. The largest increase has been from Canada at 79.51%. Although our International Guests are predominantly Canadians, compared to last year we are experiencing a declining trend, possibly due to a weak Canadian dollar. On the other hand, the number of Guests from Argentina and U.K. has increased. Canada 79.51%; Argentina 4.32%; U.K. 2.82%; France 1.69%.

Domestic Visitors

We welcomed guests from 29 different states in January. The top states were Florida 23.05%; New York 15.23%; Massachusetts 7.41%; Michigan 6.58%.

21.61% of visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 1/18/2017

R-CRA-2017-01 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of December 14, 2016.

Passed: 7-0

R-CRA-2017-02 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Changing The Date Of The Regular Board Meeting Scheduled in July 2017; And Changing The Date of The Regular Board Meeting Scheduled in January 2018.

Passed: 7-0

R-CRA-2017-03 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Annual Transfer Of Funds To the City Of Hollywood Department Of Parks, Recreation And Cultural Arts To Cover The Costs Of Operating The Science, Education And Adventure (S.E.A.) Camp Program For An Estimated Annual Expenditure Of \$230,000.00.

Passed: 7-0

R-CRA-2017-04 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Appointing A Vice Chairperson.

Passed: 7-0

R-CRA-2017-05 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Ranking Architectural Consulting Firms And Authorizing The Appropriate CRA Officials To Enter Into An Agreement With The Highest Ranked Firm To Provide Architectural And Engineering Services For The Design Of Lifeguard Towers.

Passed: 7-0

CRA Board Meeting Results – 2/1/2017

R-CRA-2017-06 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Public Transportation Supplemental Joint Participation Agreement With The Florida Department Of Transportation In Order To Receive Additional Grant Funding In An Amount Not To Exceed \$100,000.00 For The Continuation And Enhancement Of Hollywood Trolley Program; Authorizing The Required Matching Funds To Be Paid From Account No. 66.0186.00150.552.004806; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding; Authorizing The Appropriate CRA Officials To Execute The Attached Supplemental Joint Participation Agreement; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Grant Documents.

Passed: 7-0