



CRA Executive Director's Report, November 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 - Oklahoma to New Mexico Streets

The construction on Carolina Street is underway. Per the request of the Hollywood Beach Marriott, the contractor shifted from Roosevelt Street to Carolina Street. This change will minimize the inconvenience to the hotel guests. The west side of Carolina Street was completed and the contractor is now working on the east side of the street. The sidewalk was constructed at Roosevelt Street, and will be followed by the street reconstruction after the completion of Carolina Street. Oklahoma and McKinley Street roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street. The street end at Oklahoma Street was scheduled to be constructed last month but it was put on hold in an attempt to work out parking details for the building located at the street end. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, and Scott Streets. Connection of the private properties to the underground system was completed, 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. Currently FPL needs to energize the new underground system for the Nevada and Nebraska loop. Once this work is completed the overhead wires will be removed. Contractor completed installation of drainage basins in all the streets. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

Construction Management Contract was prepared and sent to Kaufman Lynn to be processed. Plans were revised to address comments received from the building department and they were resubmitted for approval. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the board approved it at their July 3, 2017 meeting. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

Hollywood Boulevard Streetscape Project

The 13 Yellow Copper Pod trees were cut down to stumps. The work was completed on October 18th and was followed by demolition and restoration of the east side sidewalks at the alley ways on 19th and 20th Avenue. Tree pit demolition and stump removal is scheduled for the last week of October to be followed by reconstruction of the tree pits. Directional boring is completed. This involved the placement of conduits for electric supply lines and for wiring the CCTV cameras. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the business along the corridor with the upcoming construction in an attempt to avoid conflict and hardship to the business.

Neighborhood Street Lighting Project

Installation of all the poles and restoration is complete. Four streets are energized and two are pending FPL providing service connections. The two streets left to be energized are Fillmore and Jefferson Streets. FPL could not dispatch people to perform the work due to Hurricane Irma. FPL will attempt to complete the work during November 2017. The contractor installed poles and fixtures at Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. The streets selected were coordinated with input from the CRA and Police Department. Pierce and Buchanan Streets were completed in Phase I.

A1A Streetscape

Ground breaking ceremony was held in October. Community Asphalt is the low bid contractor for this project. CRA and City staff attend weekly construction meetings with FDOT and the work will commence with demolition of the medians and shifting the traffic to allow for construction of two lanes and the sidewalk. Once construction commenced it will last about one year. The project consists of underground the overhead lines and streetscape. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. CRA staff tested out paver patterns and street lighting for the A1A streetscape project and made final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

Beach Renourishment 2017/2018

The Beach Renourishment construction project has been permitted. Bid documents were issued in September and a pre-bid meeting was held on September 20th, 2017. Bids were received and are being considered at the November 1, 2017 CRA Board Meeting.

CRA Staff has coordinated with Coastal Construction Engineering Consulting firms to implement a post storm survey to evaluate beach conditions and their impact on sand

quantities for the upcoming beach renourishment project. Construction is expected to begin in December 2017 and be completed before March 1, 2018.

TIFF Grant Programs

The CRA currently has 11 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 3 in the Downtown CRA Area and 8 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Downtown Parklet Pilot Program Update

CRA Staff is working on the design for the second parklet that will be located on Hollywood Boulevard, and will be scheduling a meeting with the business owners who applied for the program. At this meeting, staff will be asking for input on design elements to ensure the parklet will function appropriately for all eligible businesses who will receive the parklet on a rotating basis.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

Krakatoa Indonesian cafe recently opened at 1910B Hollywood Boulevard. Additional new restaurants slated to open include Patty Mac's, Mac & Cheese & Artisan Bites and Oaxaka, Mexican / Asian Fusion.

Artspace Update

Pursuant to the Board's request, Artspace has provided a draft Letter of Agreement for the "Predevelopment I" step of the Artspace development process.

Artspace has already completed the Preliminary Feasibility Study and the Arts Market Study. The Predevelopment I phase will determine the project location and size. It will also confirm the development's program and goals, assess the site suitability, identify contingent conditions that may need to be resolved, address the site control or acquisition agreement and provide a project status report.

CRA staff plans to bring a Resolution forth at an upcoming CRA Board Meeting that will outline the Preliminary I 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 5 Certificates of Use in September:

1. Mach I Beauty Salon & Spa, 1888 Polk Street (personal services)
2. Viola Realty, LLC, 2114 Pierce Street (residential investment property)
3. Class Private Soiree, 212 S. 20th Avenue (restaurant)
4. Golden Leaf Medical Cannabis, PLLC, 210 S. Federal Highway (medical office)
5. Scratch DJ Academy, LLC, 2017 Harrison Street (retail / office)

Murals / Public Art Initiatives / Creative Placemaking

Fabio Onrack's mural on the west elevation of 2050 Hollywood Boulevard is underway. There are two murals in the planning process at 514 North Dixie Highway and 1948 Tyler Street.

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.

Preparations are underway for the third annual Hollyweird Halloween Block Party presented by the New Hibernian's of Hollywood. The event will take place on Saturday, October 28th.

In addition, the CRA has issued an RFP for the production of a new concert series to be held in the ArtsPark. The RFP has been written and submitted to Procurement and a Cone of Silence is in place.

Maintenance

Downtown - In September, Block By Block staff spent 60 hours on special projects, removed 94 graffiti tags from public property, collected 7,959 lbs. of litter, collected 647 palm fronds, and returned 19 shopping carts to their place of origin. Additionally, 81 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In September, 1,718 operational hours were clocked by beach maintenance staff. Of those hours, 1,300 were dedicated to trash removal from the beach, 58 hours were spent maintaining the restrooms and 100 hours were spent cleaning the shower areas.

In order to provide a level of service that is expected and required, the CRA will be issuing a new RFP for clean and safe services.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, September 2017: 4,298 passengers respectively. The Downtown/Beach North line had 1,637 passengers, the Downtown/Beach South line had 2,213 passengers and the Beach Line had 448 passengers.

Train to Trolley shuttle ridership, September 2017: 572 passengers.

Young Circle Moving Forward

CRA staff has conducted oral interviews with qualifying consulting firms for the Request For Qualifications for Traffic Engineering Services. A recommendation to rank the consultants will be brought forth for the CRA Board consideration at the December 2017 CRA Board meeting.

A1A Groundbreaking

On October 10, 2017, The Hollywood CRA in partnership with the Florida Department of Transportation (FDOT), held a groundbreaking ceremony for the SR A1A Complete Streets Project. This project will transform the A1A corridor from Sheridan Street to Arizona Street by adding sharrows (share the road pavement markings), wider sidewalks, lighting and drainage improvements, upgrading medians, installing pedestrian signals for better access and comfort for all users of the road. Howard Webb, Director of Transportation Operations for Broward County from the FDOT, Josh Levy, Mayor of City of Hollywood and Jorge Camejo, Executive Director of the CRA spoke at the groundbreaking ceremony and praised the partnership that helped make this project a reality.



Marketing and Visitor Services

Social Media

Twitter: 185 new followers (total 1,785); Instagram: 18 new followers (total 1,409); Facebook: 85 new likes (total 4,796).

CRA staff is currently working with Visit Widget to create the “Florida’s Hollywood” mobile app. The app will feature a geofenced map of both Downtown and Hollywood Beach and include locations of businesses, things to do and an event calendar. The end-user will be able to “plan their day” by saving locations and mapping out directions. They will also be able to view self-guided tours for the DHMP mural tour and the Downtown Hollywood Historical Plaque tour.

The Governor’s Conference was held at The Diplomat Beach Resort on August 28 – 30, with 850 travel professionals in attendance. The CRA offered a pre-conference mural tour and hosted a booth at the conference to welcome guests and provide information on Florida’s Hollywood!

Visitor Services

In September, Visitor Services staff assisted 584 visiting guests and local residents. Historically September is a slow month for the Tourism industry, and Hurricane Irma simply made it worse. On the other hand, Visitor Services staff was busy answering phone calls, and reassuring visitors and locals that Hollywood Beach and Downtown were open for business.

Diamond Tours Inc. Buses

All buses canceled due to Hurricane Irma.

International Visitors by County of Origin

In September, we welcomed Guests from 14 different countries. Many of our International Visitors were pre-cruise passengers. Canada 33.87%; Germany 9.68%; Argentina & Russia 8.06%; France, Brazil, and New Zealand 6.45%.

Domestic Visitors

In September we welcomed Guests from 17 different states. The top states were: Florida 41.67%; Pennsylvania 8.33; New York & Missouri 5.95%.

In September 40.41% of the total visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 9/27/2017

R-CRA-2017-31 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Adopting A Budget For The Beach District Of The CRA And Making Appropriations For The Fiscal Year 2018; And Providing An Effective Date.

Result: Passed 6-1. Board member Hernandez opposed.

R-CRA-2017-32 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Adopting A Budget For The Downtown District Of The CRA And Making Appropriations For The Fiscal Year 2018; And Providing For An Effective Date.

Result: Passed 6-1. Board member Hernandez opposed.

R-CRA-2017-33 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Establishing The Number And Type Of Authorized Positions For Fiscal Year 2018.

Result: Passed 6-1. Board member Hernandez opposed.

CRA Board Meeting Results – 10/4/2017

R-CRA-2017-34 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 6, 2017.

Result: Passed 7-0

R-CRA-2017-35 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Renew The Existing Media Buyer Services Agreement Between Ambit Advertising And Public Relations, Inc. And The CRA For A Two (2) Year Period In An Amount Not To Exceed \$84,000.00 Under The Same Terms And Conditions.

Result: Passed 7-0

R-DCRA-2017-36 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Order Renewing The Agreement Between Mydatt Services, Inc., dba Block By Block And The CRA For Sanitation And Security Services In An Amount Not To Exceed \$299,869.87.

Result: Passed 7-0

R-BCRA-2017-37 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed For The Attached Proposal With Applied Technology And Management, Inc. To Provide Coastal Engineering Consulting Services For The Beach Renourishment Project In An Amount Not To Exceed \$25,845.00.

Result: Passed 7-0

R-CRA-2017-38 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Execution Of The Attached Agreement Between The Hollywood Art And Culture Center, Inc. (The Center) And The CRA For The Purchase Of Tickets To Be Utilized For The Promotion Of The Center To The Hollywood Beach Visitor Market For A Total Amount Not To Exceed \$300,000.00, Payable On An Annual

Basis At An Amount Not To Exceed \$30,000.00 Each Year, And Approving And Authorizing The Establishment Of An Account For Said Purpose.

Result: Passed 7-0

R-BCRA-2017-39 A Resolution of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And The Greater Hollywood Chamber Of Commerce, Inc. For On-Site Improvements To Property Located At 330 North Federal Highway In An Amount Not To Exceed \$20,000.00; And Providing An Effective Date.

Result: Passed 4-3. Vice Chair Callari and Board member Hernandez opposed. Board member Biederman recused himself from this item due to a conflict of interest.

R-CRA-2017-40 A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The CRA Staff To Work With City Staff In Order To Implement A Parklet Located At 1906 Harrison Street For A 30 Day Period With The Option To Renew For An Additional 30 Days In The Downtown CRA; And Providing For An Effective Date.

Result: Passed 7-0