



CRA Executive Director's Report, July 2018

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 contractor continues work at Coolidge Street and has completed the sidewalks on the south and north sides and the roadway. Currently the contractor is preparing to install the pavers over the newly constructed road. In addition, all the new light poles along Coolidge Street were installed. Currently Oklahoma, McKinley, Roosevelt, Wilson, and Harding Streets roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Wilson Street. The street end at Oklahoma Street will be the first to be constructed after working out the final details with the adjacent property owners. The electrical contractor has installed conduits at the following streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, Missouri, and Scott Streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Comcast and AT&T are working on converting their overhead lines to underground at Nebraska and Nevada Street which will allow placement of sheet piling at the garage site. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

The contractor installed test pile which were under pressure for 16 days. After the testing period was over the engineer issued a report stating that the test pile failed. The failure required a change in design and retesting of the new design. In addition, this failure resulted in approximately 2 months delay in completing the project. Once the test pile yield positive results, construction will be moved to the next step which is installation of sheet piling. Installation of sheet piling will allow the contractor to dewater the site and start with the foundation. The proposed garage includes approximately 304 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 landscape contractor is completing the planting and tree replacement. The electrical contractor installed the festoon lights and will be installing the light curtains as soon as they are received. Due to the existing conditions, some adjustments were made in order to resolve conflicts where the contractor encountered underground utility lines that were not

located by the locating company. The contractor is trying to minimize the inconvenience to the public and adjacent businesses. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is complete. 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 businesses along the corridor about the upcoming construction in an attempt to avoid conflict and coordinate appropriately.

A1A Streetscape

One small section of pavers was installed at the east side of A1A between Taylor and Arizona Streets. Staff and the consultant will review the layout and, if acceptable, FDOT will be instructed to proceed with paver sidewalk installation. FDOT contractor continues with demolition of the existing sidewalk on the east side of A1A and reconstruction of the new sidewalk and construction of type F curb. Removal of all the landscape medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Construction MOT configurations have been adjusted based upon Police Department input and community feedback. Future adjustments are being coordinated with FDOT. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 3 in the Downtown CRA Area and 9 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

The CRA Staff has been working with an architect and has designed a modular Parklet system which can be relocated to various locations, as determined. Construction of the Parklets has been bid and awarded. The details for the first location have been worked out and the offsite construction of the components is to begin the week of June 25, 2018. The assembly and onsite work is scheduled to begin on July 18, 2018 and be completed by July 25, 2018.

Business Recruitment, Retention, Expansion & Private Investment

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.

The CRA and City of Hollywood Division of Economic Development have continued to partner on initiatives, and will be sponsoring, hosting a booth, and attending the International Council of Shopping Centers' (ICSC) Florida Conference & Deal Making event on August 26 - 28, 2018 at the Orange County Convention Center. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral role it plays in the social, civic and economic vibrancy of communities across the globe. It has over 70,000 members and is considered to be one of the foremost leaders in the commercial real estate industry.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 28 Certificates of Use in May:

1. The Cuban Corner, 106 S. 20th Avenue (retail / cafe)
2. Hollywood Grill Bar, 2051A Hollywood Boulevard (restaurant)
3. Mayaselva Cigars, 2028 Harrison Street (office / wholesale)
4. Premium Integrated Service, LLC, 1918 Harrison Street #204 (office)
5. LA Media Group, LLC, 2115 Hollywood Blvd. #300 (advertising agency office)
6. Forever Beauty Nails Spa & Salon, 2029 Harrison Street #6 (personal services)
7. Coquitos Bar & Grill, LLC, 2020 Hollywood Blvd. (restaurant)
8. The Leap Group, LLC, 1940 Harrison Street #203 (office / professional services)
9. Saima Munni Enterprise, Inc. dba Stop & Stop, 101 N. Ocean (convenience store – existing)
10. Anything Goes Art Studio LLC, 2140 Tyler Street (art studio / retail)
11. Riteway Insurance Repair Service, Inc., 2144 Johnson Street (office / general contractors)
12. Angela's on the Beach @the Quadomain, 2201 S. Ocean Drive (restaurant)
13. Immaculate Auto Group, LLC, 640 N. Dixie Hwy #680 (Office)
14. Kings Wholesale Autos Inc., 640 N. Dixie Hwy #658 (office)
15. Auction Nation, Inc., 640 N. Dixie Hwy #676 (Office)
16. Baschieri & Pellagri USA, Inc., 1909 Tyler Street #604 (office)
17. Cofufa, Inc., 2031 Tyler Street (café)
18. Jeffrey Jan D Langer, 2029 Taylor Street (residential investment property)
19. Galilee Lighting , 2100 Hollywood Blvd. #115 (retail)
20. Vizcaya Valet Services, Inc., 1780 Polk Street (valet service area)
21. Casino Express, LLC, 3800 South Ocean Drive #233 (professional services)
22. Bendra Group, Inc., 1882 Tyler Street (office)

23. The Shell Restaurant & Bakery, 814 S. Dixie Hwy. (restaurant / bakery)
24. Archer Auto Sales, LLC., 640 N. Dixie Hwy. #668 (office)
25. High Protection Auto Sales, Inc., 640 N. Dixie #641 (office)
26. Bekheit Care, 210 S. Federal Highway #300 (medical office)
27. Midiap Realty, 725 & 727 S. 21st Avenue (Office)
28. Durango & SAA Investments, LLC, 409 N. 19th Avenue (residential investment property)

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 selection committee has met and reviewed the submissions for the revised RFP for the ArtsPark Concert Series. A resolution regarding the ranking and award will be brought before the CRA Board at the July 3rd meeting.

Murals / Public Art Initiatives / Creative Placemaking

Two murals are in development at 1948 Tyler Street and 303 S. 21st Avenue.

Maintenance

Downtown - In May, Block By Block staff spent 40 hours on special projects, removed 126 graffiti tags from public property, collected 12,081 lbs. of litter, collected 433 palm fronds, and returned 9 shopping carts to their place of origin.

Beach - In May, 1,680 operational hours were clocked by beach maintenance staff. Of those hours, 1,226 were dedicated to trash removal from the beach, and 176 hours were spent cleaning the shower areas.

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.

In May, 183 on-view violations were issued. This reflects only the CRA Enhanced level of Code Enforcement.

The existing Enhanced Services Agreement with the City of Hollywood is currently being reviewed and revised to include the management of CRA Code Enforcement Officers.

Marketing and Visitor Services

Social Media

Twitter: 29 new followers (total 2,080); Instagram: 28 new followers (total 1,757); Facebook: 80 new likes (total 5,664).

New Times had its best of the best campaign. We had the following nominations:

- Best Artwalk
- Best Beach Hollywood Beach
- Best People Watching Hollywood Beach Broadwalk
- Best Cultural Experience – Mural Project

The following restaurants in the districts also received nominations:

- Best Happy Hour – Point Royal at The Diplomat
- Best Restaurant – Monkital at The Diplomat
- Best Restaurant - Point Royal at The Diplomat
- Best Karaoke – Nokku at The Diplomat
- Best Bar – Lone Palm at MHBR
- Best Restaurant – Le Tub
- Best Restaurant – JWB at MHBR
- Best Steakhouse – Diplomat Prime
- Best Burger – Bristol Burgers at The Diplomat
- Best Band – Brothers or Others (they play at the Hollywood Beach Bandshell)

Hollywood Beach won the Best Beach in Broward from South Florida Parenting Magazine.

Visitor Services

Visitor Services staff assisted 1,328 visiting guests and local residents in May.

International Visitors by County of Origin

We welcomed guests from 18 different countries in May:

Canada 42.52%; Argentina 14.17%; France 8.66%; Brazil 6.30%

Domestic Visitors

In May we welcomed guests from 26 different states. The top states were: Florida 43.16%; Massachusetts 6.84%; NY & MD 5.79%; California 4.74%

Market Mix: Domestic 60%. International 40%

43.22% of the total visitors surveyed were staying at a local hotel in May.

CRA Board Meeting Results – 6/6/2018

R-CRA-2018-14 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of May 2, 2017.

Passed: 6-0. Board member Sherwood was absent.

R-CRA-2018-15 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing Appropriate CRA Officials To Issue An Amended Blanket Purchase Order With Delta Property Maintenance, Inc., Renewing The Agreement For Janitorial Services At The Beach Restrooms And CRA Offices For An Annual Amount Of \$134,000.00.

Passed: 6-0. Board member Sherwood was absent.

R-CRA-2018-16 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Moffatt & Nichol Inc. To Provide Consulting Services For The City Of Hollywood Dune Management Master Plan And Other Coastal/Flood Services In An Amount Not To Exceed \$80,600.00.

Passed: 6-0. Board member Sherwood was absent.

R-CRA-2018-17 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Canceling BID BCRA 16-002 For Lifeguard Towers And First Aid Stations And Continuing The New Bid Based On Revised Construction Plans.

Passed: 6-0. Board member Sherwood was absent.