



CRA Executive Director's Report, December 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 is completing the E/W Streetscape on Liberty Street from SR A1A to Surf Road. All of the other E/W Streets have been completed with the exception of Taft St, Nevada and Nebraska Streets. The streetends currently under construction are McKinley and Missouri Streetends. Wilson Street and Liberty Street streetends are to follow. Nebraska and Nevada Streets are completely undergrounded. Landscape and Trees are to be installed once the overhead lines are removed so that there is no conflict.

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

All but one pile cap and all but four columns have been poured up to the first level, several perimeter beams have been poured as well as the slab for the electric and elevator rooms. Underground electric is currently being installed as well as the hook up of the water and sewer mains into the building. The slab on grade is scheduled to be poured next week and the first level elevated slab is scheduled to be poured on January 7, 2018.

Hollywood Boulevard Streetscape and Decorative Lighting Project

The project along Hollywood Boulevard is substantially complete. The light curtain and festoon lights have been installed and are functional. One light curtain on the west side of the Young Circle entrance will be installed at a later date, as this light could potentially cause a conflict with the pending construction at Block 40.

SR A1A Complete Streets: FDOT/CRA RRR Project

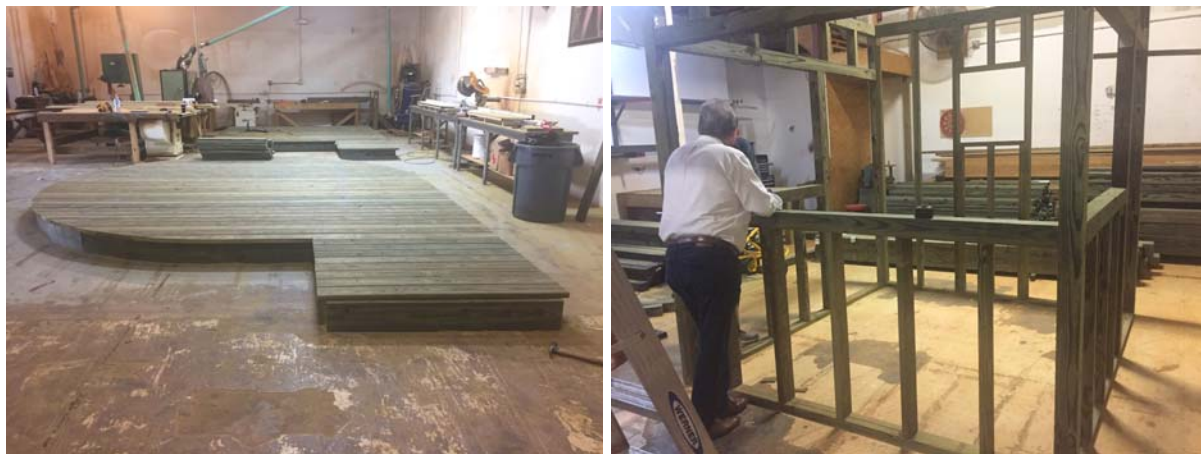
The FDOT Contractor has switched traffic lanes in order to begin construction on the west side of SR A1A. Punchlist items with the FDOT Contractor still remain on the east side of A1A. The CRA is coordinating with Kimley-Horn and the underground engineer on completing the drawings for the CRA portion of the streetscape which will include: Undergrounding of overhead utilities, landscape, lighting and the decorative pavement on the west side of A1A as well as a new traffic signal at Garfield Street. Drawings for this phase are expected to be completed and submitted for permitting over the next several months. The CRA Phase of this project is expected to follow in the early fall 2018.

Lifeguard Towers and First Aid Stations

The lifeguard towers and first aid stations are moving forward according to the project schedule. There is a total of 21 towers, 15 of which are standard lifeguard towers and 6 are First Aid Stations.

The two prototype main structures for the First Aid Station and Lifeguard Tower prototype will be delivered in January 2019. The catalogue purchase of the Lifeguard Towers only includes the frame and the structural roofing system. Once the structure is delivered, the roof membrane installation and painting will be completed on site by other subcontractors. The painting process generally follows at least several weeks after delivery as the wood needs to cure and dry for a period of time on the beach before it is painted. There is a four-week period for review and adjustments factored into the schedule so that Beach Safety and Public Works Staff have an opportunity to comment on any small adjustments to the final product.

The current schedule for the 19 remaining towers estimates the vendor producing two towers for delivery every five weeks and all towers are scheduled to be occupied and operational by April 2020. The final cost of all 21 towers which includes the catalogue purchase (structural frame), roofing membrane, and painting and caulking is estimated at \$2.18M.



TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 in the Downtown CRA Area and 10 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

A new Parklet has been constructed at 1921 Hollywood Boulevard and an existing Parklet has been reconstructed at 1906 Harrison Street. They will remain in place at these locations until January 31, 2019.

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, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continued its annual Platinum Level sponsorship at ISCS South Florida Idea Exchange, held on November 8th at the Village at Gulfstream Park in Hallandale Beach. Idea Exchanges provided education, networking, and deal making and was attended by commercial real estate brokers, developers and other professionals in the industry. CRA staff attended the conference to showcase Hollywood as a desirable location to open a business, obtain information about the current industry issues, and meet with local colleagues in the area. While at the event, staff met with numerous commercial brokers, including the broker that represents the ground retail component at The Circ Apartments, all of which is leased, as well as the commercial property at Block 40.

CRA Staff continues to meet with property owners to discuss their needs and concerns in regard to tenant procurement, including but not limited to the Building permit process, planning and zoning and parking rates for tenants. In addition, we also discuss the benefits of Opportunity Zone Program, a new national community investment program that connects private capital with low-income communities across America. CRA staff is planning on co-hosting an informational event about the Opportunity Zone with the City of Hollywood Division of Communications, Marketing and Economic Development later next year.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 13 Certificates of Use in October:

1. Lotus Logistics Trading Company, LLC, 2028 Harrison Street #201-2 (office)
2. Advico, Inc., 509 S. 21st Avenue #104 (office)
3. Auto Bid Services, LLC, 640 N. Dixie Hwy. (auto sales)
4. BNF Tires and More, 516 S. Dixie Hwy. (auto service)
5. Sapore di Mare, 707 N. Broadwalk #1 (restaurant)
6. New Me Aesthetics, 2029 Tyler Street (personal services)
7. Antonio Patullo Trust, 300 S. Broadwalk (commercial and residential investment property owner)
8. Gourmet BKM Catering, Inc., 600 N. Surf Road (restaurant)
9. Reams Investments, LLC dba Simonson Foreign Car Service, 720 S. Dixie Hwy.
10. Bee Well Home Health Care, Inc., 1909 Tyler Street #301 (office)
11. Vortex Athletic Club LLC, 601 S. 121st Avenue (fitness facility)
12. Flowers and Art de la Caraiby, 1872 Radius Drive (retail)
13. Snap Fund Inc., 3505 S. Ocean Drive (office)

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. In addition, the CRA is working with the Hollywood Historical Society and other community organizations to bring back Vintage South Florida, A Celebration of History, Art, Music and Architecture to Downtown Hollywood. The CRA also provides support for Hollyweird Halloween Festival and the St. Patrick's Day Parade & Festival which are both produced by the New Hibernians of Hollywood. In FY2019, the CRA will supplement the program at the ArtsPark at Young Circle by support the following events: Canadafest (relocated from Hollywood Beach), SalsaFest and the Italianfest.

The fourth annual Hollyweird Halloween Downtown Hollywood Block Party, on Saturday, October 27th was a tremendous success. Thousands of costumed revelers visited and patronized the Downtown Hollywood business community.

Staff has drafted the agreement for the ArtsPark Concert Series. The agreement has been executed by the Rhythm Foundation. A minimum of four concerts will be scheduled in FY2018.

Last but surely not least, the CRA has continued its tradition of supporting the Women's Club of Hollywood annual flocking program. The season shall commence with the CRA sponsoring the flocking of the 1800, 1900 and 2000 of Hollywood Boulevard. Happy Holidays!

Murals / Public Art Initiatives / Creative Placemaking

The Rob Robi mural at 1948 Harrison Street was approved and is presently being painted. A new mural at 1948 Tyler Street has been approved and will be painted by Stephanie Melissa in December.



Rob Robi, 1946 Harrison Street (in progress)



Stephanie Melissa, 1948 Tyler Street (rendering)

Maintenance

Downtown - In October, Block By Block staff spent 56 hours on special projects, removed 175 graffiti tags from public property, collected 10,000 lbs. of litter, collected 461 palm fronds, and returned 14 shopping carts to their place of origin.

Beach - In October, 1,408 operational hours were clocked by beach maintenance staff. Of those hours, 1,104 were dedicated to trash removal from the beach, and 108 hours were spent cleaning the shower areas. 66 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.

In October, 88 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.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, October 2018: 5,401 passengers. The Downtown/Beach North line had 1,877 passengers, the Downtown/Beach South line had 3,021 passengers and the Beach Line had 503 passengers.

Hollywood Trolley ridership, November 2018: 5,532 passengers. The Downtown/Beach North line had 2,061 passengers, the Downtown/Beach South line had 3,165 passengers and the Beach Line had 306 passengers.

Young Circle Moving Forward

CRA staff has scheduled a meeting with FDOT in December.

SFTOD Grant - Station Area Master Plan

Treasure Coast Regional Planning Council (TCRPC) staff presented the final report at the November 7th CRA Board meeting.

For more information and updates: www.hollywoodcra.org/CLSMP

Marketing and Visitor Services

Social Media

Twitter: 23 new followers (total 2,268); Instagram: 48 new followers (total 2,243); Facebook: 168 new likes (total 6,516). The Florida's Hollywood mobile app had 98 new downloads.

Visitor Services

Visitor Services staff assisted 1,000 visiting guests and local residents in October.

Diamond Tours Inc. Buses

In October our staff greeted and welcomed 255 visitors.

International Visitors by Country of Origin

In October, we welcomed Guests from 20 different countries.

Canada 46.02%; Brazil 7.95%; Argentina & U.K. 7.39%; Germany 5.68%

Domestic Visitors

We welcomed Guests from 27 different states in October. The top states were: Florida 44.57%; New York 10.29%; Ohio 4.57%; IL & KY 4.00%.

Market Mix October: Domestic 50%, International 50%

40.46% of the total visitors surveyed were staying at a local hotel in October.

CRA Board Meeting Results – 11/7/2018

R-CRA-2018-39 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 26, 2018.

PASSED: 7-0

R-CRA-2018-40 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 26, 2018.

PASSED: 7-0

R-CRA-2018-41 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing Year End Budgetary Transfer For The Beach District Of The CRA For Fiscal Year 2018.

PASSED: 7-0

R-CRA-2018-42 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2019; Revising Fiscal Year 2019 Revenues And Expenditures.

PASSED: 7-0

R-CRA-2018-43 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2019; Revising Fiscal Year 2019 Revenues And Expenditures; Authorizing Budgetary Transfers And Adjustments; And Providing An Effective Date.

PASSED: 7-0

R-CRA-2018-44 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving Funding For Circulator Services In An Estimated Annual Amount of \$590,240.00.

PASSED: 7-0

R-CRA-2018-45 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Interlocal Agreement With The City Of Hollywood Regarding The Sale Of Property To Pinnacle At Peacefield, Ltd.

PASSED: 7-0

R-CRA-2018-46 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Easement In Favor Of Florida Power & Light Company In Connection With The Adams Street Property To Be Developed By Pinnacle At Peacefield; Accepting A Unity Of Title For The Development Project.

PASSED: 7-0

R-CRA-2018-47 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Endorsing The Station Area Master Plan And Encouraging the City Commission To Adopt the Plan.

PASSED: 7-0

R-CRA-2018-48 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Employment Agreement Between The Executive Director And The CRA Board.

PASSED: 6-1. Board member Hernandez opposed.

R-CRA-2018-49 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Considering A Consent Decree Settlement With Greenbriar-Apartment/Motel, Inc.

CONTINUED TO THE CRA BOARD MEETING SCHEDULED ON 12/5/2018