



CRA Executive Director's Report, January 2019

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

All of the east-west streets from A1A to Surf Road have been completed with the exception of Taft, Nevada and Nebraska Streets. The streetends currently under construction are on McKinley, Liberty, and Missouri Streets. The remainder of the streetends are to follow. Construction of the parking garage at Nevada Street has delayed the streetscape improvements for Nevada and Nebraska Streets until most of the garage concrete work is completed. Currently FPL lines on Nebraska and Nevada Streets are completely underground. Landscape and trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict.

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

Concrete has been poured over the existing grade. The elevator shaft has been constructed up to the third level, electrical and equipment rooms have been constructed, and the contractor is forming the ramp to the first level. Currently the garage structure is out of the ground which allows the contractor to continue the construction with fewer unknown conditions. The project is delayed by approximately three months due to all the unforeseen conditions the contractor encountered. Underground electric is currently being installed as well as the hook up of the water and sewer mains into the building. Staff is coordinating the Phase 3 Streetscape based on construction of the garage.

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. Construction activities on the west side of A1A include: demolition of existing curb and gutter, drainage structures installation and adjustments, new conduit installation and pipelining operations. Concurrently, the contractor is working on upgrades to the east side lighting by replacing existing corroded electrical wires.

Punch list items are being addressed from Johnson Street to Hollywood Boulevard on the sidewalk details and paver installation. New curbing has been re-poured and the contractor is addressing paver installation comments by the City. It is anticipated that all sidewalk details and concrete gestation be completed by the end of January. It is the intent of the FDOT and the CRA to sequence the traffic and construction activities to minimize the impact to businesses along the corridor. Construction is anticipated to be completed in the spring of this year.

The design of the streetscape 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. Design Development Drawings have been submitted for review by FDOT and Broward County. It is anticipated that the project will start construction by October 2019.

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 project will be completed in 3 phases. Phase I consists of the prototypes construction, review and approval followed by the construction and delivery of the remaining units.

The First Aid Station and lifeguard tower prototypes were reviewed and approved on December 2018 and full production of the remaining three Lifeguard Towers and one First Aid Station began.

The roofing membrane system installation bid was released on December 17, 2018 and sealed bids were opened on January 8, 2019. CRA Staff will recommend award of the roofing contract on January 16, 2019 board meeting.

On February 5th, the first towers will make their way to a staging area where minor assembly of the stations will take place. It is anticipated that by the end of February, the following towers will be in their respective locations:

- Azalea Terrace - First Aid Station
- Liberty Street - First Aid Station
- Eucalyptus Terrace – Lifeguard Tower
- Iris Terrace – Lifeguard Tower
- Sherman Street– Lifeguard Tower
- Harding Street– Lifeguard Tower

Once the towers are placed on site, the roofing contractor will begin the roof installation.



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

The Parklets installed at 1921 Hollywood Boulevard and 1906 Harrison Street will remain in place at these locations until January 31, 2019. A Resolution is being presented for further direction from the Board for the extension of the Parklet location date.

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, continues to explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshows. We will be sponsoring the International Economic Development Council's IEDC 2019 Conference that will be held in Fort Lauderdale on January 24-25, 2019.

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. A meeting was held with over 10 Downtown Hollywood property owners on December 18, 2018, to discuss ideas, tenant recruitment and concerns. In addition, we have been promoting the benefits of the 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 this 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 7 Certificates of Use in November and December:

1. Herban Tapestry, 2120 Tyler Street (retail)
2. MMXX Investment Group DBA Exhibit A, 525 S. 21st Avenue (office)
3. AJP Holding, LLC, 330 Hayes Street (parking lot)
4. YC Dance Studio, LLC, 2121 Hollywood Boulevard (Dance Studio)
5. Elana Inv 2 Corp, 1925-1927 Washington Street (residential)
6. Newt's Crab Trap, 900 N. Ocean Drive (restaurant)
7. S.F.I Outdoors, Inc., 1909 Tyler Street (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 produce Vintage South Florida, Celebrating History, Architecture & Entertainment, 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 is supplementing the programming at the ArtsPark at Young Circle by supporting Canadafest (relocated from Hollywood Beach) and SalsaFest.

Staff has scheduled the four performances for the ArtsPark Concert Series: Chicano Batman (May 5), Dirty Dozen Brass Band (May 11), Monsieur Periene (June 15) and Chuco Valdez (June 22). The series is produced by the Rhythm Foundation.

Murals / Public Art Initiatives / Creative Placemaking

The Rob Robi mural at 1948 Harrison Street and the Stephanie Melissa mural at 1948 Tyler Street have been completed. A new mural by Ivo is currently underway at 2023 Hollywood Boulevard.



Maintenance

Downtown - In November, Block By Block staff spent 58 hours on special projects, removed 229 graffiti tags from public property, collected 12,570 lbs. of litter, collected 634 palm fronds, and returned 23 shopping carts to their place of origin.

In December, Block By Block staff spent 38 hours on special projects, removed 320 graffiti tags from public property, collected 11,978 lbs. of litter, collected 600 palm fronds, and returned 8 shopping carts to their place of origin.

Beach - In November, 1,152 operational hours were clocked by beach maintenance staff. Of those hours, 978 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. 37 graffiti tags and stickers were removed.

In December, 1,128 operational hours were clocked by beach maintenance staff. Of those hours, 1,000 were dedicated to trash removal from the beach, and 60 hours were spent cleaning the shower areas. 39 graffiti tags and stickers were removed.

Code Enforcement

Code Enforcement is going through a transition and a more comprehensive report will be submitted next month.

Transportation Initiatives / Hollywood Trolley

Maruti's contract was extended for a maximum of six months until June 30th, 2019 at the December 2018 CRA Board Meeting.

Marketing and Visitor Services

Social Media

Twitter: 51 new followers (total 2,319); Instagram: 110 new followers (total 2,353); Facebook: 301 new likes (total 6,817). The Florida's Hollywood mobile app had 290 new downloads.

Visitor Services

November: Visitor Services staff assisted 1,701 visiting guests and local residents.

December: Visitor Services staff assisted 1,698 visiting guests and local residents.

Diamond Tours Inc. Buses

November: Our staff greeted and welcomed 85 visitors.

December: No Diamond Tours

International Visitors by Country of Origin

In November, we welcomed Guests from 20 different countries:

Canada 80.23%; France 2.62%; U.K. 2.33%; Argentina 2.03%

In December, we welcomed Guests from 19 different countries:

Canada 66.39%; France 7.28%; Argentina & U.K. 3.64%; Russia 2.80%

Domestic Visitors

November: We welcomed Guests from 26 different states. The top states were:

Florida 42.18%; New York 12.00%; New Jersey 6.18%; California 4.36%

December: We welcomed Guests from 30 different states. The top states were:

Florida 31.45%; New York 16.04%; Massachusetts 9.43%; OH & CA 4.72%

Market Mix November: Domestic 44%, International 56%

Market Mix December: Domestic 47%, International 53%

November: 34.73% of the total visitors surveyed were staying at a local hotel.

December: 33.33% of the total visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 12/5/2018

R-CRA-2018-50 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Special Community Redevelopment Agency Meeting Of September 5, 2018.

Passed 7-0

R-CRA-2018-51 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Special Community Redevelopment Agency Meeting Of November 7, 2018.

Passed 7-0

R-CRA-2018-52 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Terminating Blanket Purchase B002646 With Mydatt Services, Inc., D/B/A Block By Block, For Sanitation And Safety Services In The Downtown District For An Annual Amount Not To \$299,869.87.

Passed 7-0

R-CRA-2018-53 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing CRA Officials To Negotiate And Execute An Agreement With Block By Block To Provide A Clean And Safe Ambassador Program And All Necessary Equipment, Materials And Products As Needed For The Estimated Amount Of \$450,000.00; Authorizing The Issuance Of A Blanket Purchase Order With The Highest Ranked Firm For Such Services.

Passed 7-0

R-CRA-2018-54 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing An Additional Extension Of The Existing Agreement With Maruti Fleet And Management LLC. For Up To 180 Days; And Approving And Authorizing The Appropriate CRA Officials To Execute A Second Amendment To The Existing Agreement To Include Certain Operational Changes And Increased Costs Due To The Additional Extension.

Passed 7-0