CRA Executive Director’s Report, January 2020
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 east-west streets from A1A to Surf Road have been completed. Only four street ends remain under construction: Nevada, Roosevelt, Coolidge, and Scott. The remainder of the work will be completed before the end of this year, except the removal of the overhead lines which is dependent upon Comcast and AT&T completing their work. Most of the palm trees on A1A and at the street ends are already in place. The rest of landscape work will be completed before the end of the year, except for those areas under the existing power lines. Once the overhead lines are removed, the remaining trees will be installed. FPL lines on Nebraska and Nevada Streets are completely underground.

Wayfinding Signage and Gateway Markers
After receiving input from City and CRA staff, Brooks Scarpa came up with an acceptable concept of the gateway sign. CRA staff put together bid package which is currently being bid out. The bid includes installation of a one letter mock up gateway sign, followed by the CRA seeking input from various City departments as well as the business and civic associations. Once the input is received, the CRA will move forward with construction.

Broadwalk Access Management
After coordination between CRA and Police Department staff, a barrier concept was agreed upon. CRA staff obtained a proposal from CPZ Architects to develop design criteria for the barrier. At the December 4th meeting, the CRA Board approved the proposal. CRA staff is currently coordinating the design work with the architect.

SR A1A Complete Streets: FDOT/CRA RRR Project
Construction by the FDOT Contractor continues. Several concurrent activities include the following:

- Median construction between Johnson Street and Hollywood Blvd
- Electrical conduit installation at various locations between Johnson Street and Hollywood Blvd
- Asphalt paving between Johnson Street and Hollywood Blvd
- Milling and resurfacing between Monroe Street and Hollywood Blvd
- Punch list work between Sheridan Street and Johnson Street
CRA, FDOT and Community Asphalt, Corp., met at the CRA Office on December 10\textsuperscript{th} to discuss the paver installation, quality control and punch list items.

FDOT estimated Completion date is February 2020. FDOT will be suspending construction work from December 21\textsuperscript{st} to January 3\textsuperscript{rd}.

The design of the CRA Complete Streets streetscape is complete and includes: undergrounding of overhead utilities, landscaping, lighting and decorative pavement on the west side of A1A, and a new traffic signal at Garfield Street. Design Development Drawings have been submitted for review by FDOT and Broward County. The permitting process is underway. A Request for Qualifications (RFQ) was released on October 15\textsuperscript{th}. On November 12\textsuperscript{th}, the CRA received two responses for qualifications to provide construction management at risk services for the undergrounding of overhead utilities and streetscape beautification. However, upon review of the firm’s statements of qualifications, CRA staff determined that the interested firms did not meet the minimum qualifications. Therefore, on December 4\textsuperscript{th}, the CRA Executive Director recommended the CRA Board to cancel the CMAR RFQ. Due to a new proposed Tidal Flooding Study by FDOT, CRA staff will assess the study results’ implications for the A1A segment and further determine how best to best proceed with this project’s construction solicitation.

**Lifeguard Towers and First Aid Stations**

Phase I, consisting of 6 units, is substantially complete. The two First Aid Stations are located at Liberty Street and Azalea Terrace, and four Lifeguard Towers are located at Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace. Contractors are currently working on punch list items. Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace have been occupied. Liberty Street and Azalea Terrace are anticipated to be occupied by December 23\textsuperscript{rd}. A certification inspection is scheduled for December 17\textsuperscript{th}.

Phase II consists of 2 First Aid Stations and 6 Lifeguard Towers. They were delivered during the week of August 16\textsuperscript{th}. The First Aid Stations are located at Cleveland Street and Hollywood Boulevard. The Lifeguard Towers are located at Virginia, Madison, Arizona, Grant, Garfield and Nebraska Streets.

Roof installation has been completed. Painting has been substantially competed. A certification inspection will be conducted on December 17\textsuperscript{th}. A final punch list will be released December 18\textsuperscript{th}. It is anticipated that all punch list items will be completed by December 31\textsuperscript{st}. The Nebraska Street Lifeguard Station is currently in use and all remaining Phase II towers are expected to be in use by December 31\textsuperscript{st} (weather permitting).

Phase III – consisting of 2 First Aid Stations and 5 Lifeguard Towers have been delivered and are currently in the final assembly stage. Roofing is currently being installed. It is anticipated that the roof installation will be completed by December 20\textsuperscript{th}. This will be followed by the painting, which requires the proper moisture readings prior to the paint application.
The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be substantially completed by late December 2019.

Phase III: Work in progress – Staging area - First Aid Station, Magnolia Street and Lifeguard Towers for 3300 S Ocean Drive and 3101 S Ocean Drive. Units to be completed at staging area and moved to its final location due to the narrow beach conditions.

Grant Programs – HIP, PIP and POP

The CRA currently has 15 HIP, PIP or POP Grants at various stages of the process, 8 in the Downtown CRA Area and 7 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

The CRA finalized four Mini-PIP grant agreements for the following properties located within the Downtown District area:

1. The International Law Office located at 2122 Hollywood Boulevard: Improvements include the demolition and build-out of a completely renovated front façade with floor to ceiling impact windows and doors, exterior painting, and a new sign.
2. REMAX/DeMarco Real Estate building located at 1901 Harrison Street: Improvements include impact windows on the second floor and a new security system. These renovations will help complete the improvements of the second floor so that the office spaces can be fully occupied.
3. Hotsy Totsy restaurant located at 2032 Harrison Street: Improvements include exterior painting with art deco colors fitting to the architecture of the building, and a sign for the new establishment.
4. Residential property which consist of a single family house with a separate two-story apartment building located at 1824 Lincoln Street: Improvements to this property include new impact windows and exterior painting of both buildings, the installation
of Central A/C units in lieu of window/wall units for the apartment building, and landscaping of the entire property.

**American Legion 92 Update**
CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92, including but not limited to the parking area, new signage, new landscape and other exterior building improvements. It has recently been determined that the building needs a new roof on the west side. The roof on the east side was replaced within the past year, however the roof on the west portion of the building is in very poor shape. CRA Staff will bring a resolution forward at the February 19th CRA Board meeting specifically for the west side roof replacement. In addition, Commander Argus is in the process of obtaining three quotes from each discipline, and has requested that the payment process for these upgrades be split into two payments as industry standard is to provide 50% to their contractors prior to work commencing. While he has obtained most of the quotes, he is still awaiting a few more and will contact the CRA to schedule an appointment to review. The CRA staff continues to keep the lines of communication open with Commander Argus and his associates at the American Legion Post 92.

**Downtown Parklet Pilot Program**
The Hollywood Boulevard parklet will remain at Mickey Byrne’s. In lieu of a second parklet on Hollywood Boulevard, a pilot paving program was approved in front of 2033—2051 Hollywood Boulevard. This program will include installing permeable pavers in the six parking spaces in front of the building extending the sidewalk for additional outside dining space. A timeframe for when the pavers will be installed has not been finalized. The Harrison Street parklet has been relocated to Social Room.

**Business Recruitment, Retention, Expansion & Private Investment**
Staff continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development staff and private property owners in an effort to secure new quality tenants and redevelopment projects. We also coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BizNow.

In addition, the CRA continues to work with landlords and tenants to better promote new businesses via on-site signage and other marketing initiatives. Larger spaces, such as 2014 and 2020 Harrison Street remain leased yet not occupied pending a special exception for the proposed use. Due to the size and condition of 2020 Harrison, the property has been vacant for approximately 13 years, with the exception of a six month popup concept. While there has been criticism of vacancies, it is important to note that some of the perceived vacancies are actually leased.
The office market continues to be 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.

CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:

1. Formally meet once a month, and as needed, and have ongoing communications on a daily basis.
2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshows.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City’s Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.
4. Provide and distribute marketing materials for the Sun Shuttle program.
5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.

CRA Staff continues to engage property owners to discuss their needs and concerns in regard to tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking rates for tenants.

Certificates of Use
As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 6 Certificates of Use in November:

1. The Lobby, 1937 Hollywood Boulevard (smoke shop and hookah lounge)
2. Solevitt 1 Inc., 2037 Tyler Street (curtain fabrication)
3. Simona Solomon Photography, 2028 Harrison Street #104 (office)
4. Corfomed, Inc., 2038 Harrison Street (retail)
5. Best Realty and Property Management, Inc., 2131 Hollywood Boulevard (real estate sales center / office)
6. Habano Cigar Lounge, 1808 S. Young Circle (tobacco shop / retail / lounge)

Special Events
The CRA continues to support and produce the following monthly events: the 3rd Saturday ArtWalk, which includes the Artisan Market, a guided tour of the Downtown Hollywood Mural Project, a guided gallery 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.
At this time, the CRA staff is working closely with the producers of Mardi Gras Hollywood, Canadafest, Salsa Fest, the Greater Fort Lauderdale Food & Wine Festival, as well as other events. We have also been in communication with the producers of the Winter Park Sidewalk Art Festival and plan to include a chalk art component in the ArtWalk and the Greater Fort Lauderdale Food & Wine Festival.

**Murals / Public Art Initiatives / Creative Placemaking**

CRA staff continues to engage business and property owners, both on the Beach and in Downtown Hollywood in regard to the Mural Only Program (MOP). We are currently working with four property owners that are interested in the program.

On September 4th, 2019 R-CRA-2019-43 was passed by the CRA Board, providing for the issuance of a Purchase Order to Paint Quest, LLC to paint decoratively four intersections and crosswalks located at 19th and 20th Avenues and Van Buren and Polk Streets. CRA staff continues to stay in communication with representatives from Paint Quest, LLC. Due to the current underground utilities construction, the installation of the artwork has been delayed, and it may be further delayed due to ADA concerns that may need to be addressed prior to installation.

**Maintenance**

**Downtown** - In November, Block By Block staff spent 12 hours on special projects, removed 158 graffiti tags from public property, collected 10,347 lbs. of litter, and collected 346 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and is now also using the Gum Reaper to remove gum spots.

**Beach** - In November, 1,350 operational hours were clocked by beach maintenance staff. Of those hours, 1,160 were dedicated to trash removal from the beach, and 64 hours were spent cleaning the shower areas. 33 graffiti tags and stickers were removed.

**Transportation Initiatives**

**Young Circle Redesign Concept**

The kick-off meeting with the consultant team (Marlin Engineering and Toole Design Group), and the CRA took place on Tuesday, December 3rd. Phase II includes extensive traffic modeling, design modifications, and public outreach to work towards Final Design and 10% Construction Drawings. Phase II will take approximately 10 months to complete.

**Johnson Street Mobility Hub**

A new sign has been installed at the Johnson Street Mobility Hub (320 Johnson Street). The Mobility Hub is a designated area for pick-up and drop-off of carpool and ride-share passengers, a Sun Shuttle stop, and a convenient transfer location to Broward County Transit (BCT) Route 4.
Marketing and Visitor Services

Social Media
Twitter: 14 new followers (total 2,943); Instagram: 47 new followers (total 3,452); Facebook: 73 new likes (total 8,705). The Florida’s Hollywood mobile app had 82 new downloads.

Visitor Services
Visitor Services staff assisted 801 visiting guests and local residents in November.

International Visitors by Country of Origin
In November, we welcomed Guests from 19 different countries:
  - Canada 73%; U.K. 7%; Argentina 4%

Domestic Visitors
We welcomed Guests from 21 different states in November. The top states were:
  - Florida 46.22%; New Jersey 9.52%; Illinois 7.84%; New York 7.28%

November Market Mix: Domestic 56%, International 44%

8.61% of the total visitors surveyed were staying at a local hotel in November.

CRA Board Meeting Results – 11/20/2019


PASSED: 6-0. Board member Blattner was absent.

PASSED: 6-0. Board member Blattner was absent.

R-CRA-2019-63 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”) Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2020; Revising Fiscal Year 2020 Revenues And Expenditures.

PASSED: 6-0. Board member Blattner was absent.

R-CRA-2019-64 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2020; Revising Fiscal Year 2020 Revenues And Expenditures.

PASSED: 6-0. Board member Blattner was absent.

CRA Board Meeting Results – 12/4/2019


Passed: 5-2. Vice Chair Callari/Board member Biederman - absent


Passed: 5-2. Vice Chair Callari/Board member Biederman - absent


Passed: 5-2. Vice Chair Callari/Board member Biederman – absent


Passed: 7-0
R-DCRA-2019-69 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With SIP Urban Café, LLC For On-Site Improvements To Property Located At 1924 Tyler Street In An Amount Not To Exceed $50,000.00.


R-CRA-2019-70 - 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: 7-0

R-CRA-2019-71 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Reimbursement Of An Amount Not To Exceed $100,000.00 To The City Of Hollywood For Overtime Costs Related To A Police Foot Patrol Being Re-instituted Within The Commercial Core Of The CRA Downtown District; Authorizing The Transfer Of Funds For This Purpose.

Passed: 7-0