City of Hollywood, Florida
Community Redevelopment Agency

Annual Report
and Financial Statement for Fiscal Year 2019

March 31, 2020
Hollywood, FL
Community Redevelopment Agency

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Overview

Under Florida law (Chapter 163, Part III), local governments are able to designate areas such as Community Redevelopment Areas when certain conditions exist. Since all the monies used in financing Community Redevelopment Agency (CRA) activities are locally generated, CRAs are overseen by local government and not the State. Redevelopment plans must be consistent with local government comprehensive plans.

To document that the required conditions exist, the local government must survey the proposed redevelopment area and prepare a Finding of Necessity. If the Finding of Necessity determines that the required conditions (slum and blight) exist, the local government may create a Community Redevelopment Agency to provide the tools needed to foster and support positive redevelopment of the targeted area. There are currently more than 170 Community Redevelopment Areas throughout the State of Florida.

The Community Redevelopment Agency “CRA” of Hollywood was created in 1979 with the establishment of the Downtown District. In 1997, the Beach District was established. Under one agency, the two districts have been managed separately to best meet the objectives of fighting slum and blight confronting each area. Although the management and staffing of the districts were joined in late 2009, each district maintains its own trust fund and financial reporting is done separately.

This Annual Report and Financial Statement are prepared pursuant to Chapter 163 of the Florida Statutes that requires each CRA to provide an annual report by March 31 of each year to the Governing Body (City Commission). This report and financial statement is submitted in fulfillment of that requirement and will provide information to the public for Fiscal Year 2018 (October 1, 2017 – September 30, 2018).

This Annual Report will showcase the many redevelopment programs that the CRA offers to its residents and business owners. The report also highlights the public and private development initiatives and construction projects that are being utilized to rid the negative contributing factors affecting the Hollywood CRA districts.

The Financial Statements section will highlight the balance sheet as well as revenues and expenditures, and will showcase the Districts’ financial position. Other financial information regarding debt service, millage rates, and taxable values are outlined.

This Annual Report and Financial Statement will also be forwarded to our increment partners—City of Hollywood, Broward County, Children’s Services Council of Broward County, and the South Broward Hospital District. Through their leadership and support, these Districts have secured a bright future for their constituents.
CRA Beach District
Beach District - Overview

The Beach District includes approximately 293 acres from Sherman Street south to the southern property line of the Westin Diplomat Resort and Spa, and from the Intracoastal Waterway east to the Atlantic Ocean.

Pursuant to the Hollywood Beach Community Redevelopment Plan, community leaders recognized that economic and physical revitalization must be balanced with the protection of natural resources and open space if Hollywood Beach is to provide for a viable business community and high quality of life for its residents and visitors. Throughout this past year, the Beach District has continued to make significant progress in the implementation of the redevelopment plan.

The Redevelopment Agency’s focus over the years has been centered on improving and revitalizing the District and has relied on a multi-pronged approach to redevelopment.

The overall Beach Redevelopment Objectives are as follows:

- To promote redevelopment and eliminate the causes of physical and economic blight
- To ensure sanitary and safe conditions through infrastructure improvements
- To increase public parking
- To enrich the visual and functional quality of the streetscape for all user groups
- To provide for a viable business community and a high quality of life for Hollywood Beach residents and visitors
- To re-establish tourism as a vital industry in Hollywood Beach
- To enhance Hollywood Beach as a tropical destination
- To upgrade existing public recreation facilities and expand recreation opportunities
- To limit increases in the volume of vehicular traffic by providing transportation alternatives
- Preserve, protect, conserve, enhance estuarine and marine environmental quality, coastal wetlands, marine resources, beaches and dunes, coastal barriers and wildlife habitats.
- To revitalize and encourage reinvestment in older structures and neighborhoods which are in a state of decline.
FY 2019 Accomplishments

Objective: To enrich the visual and functional quality of the streetscape for all user groups.

Accomplishment: Undergrounding of Utilities and Streetscape Enhancements – Phase III ($13.9M)

This project has proven to be successful in transforming the pedestrian and vehicular streetscape by undergrounding the overhead utilities and enhancing the streetscapes. It has provided many benefits including the improvement to the district aesthetic and the provision of more reliable power, cable and telephone services which reduces the frequency of outages and improves public safety. In addition, landscape enhancements and pedestrian/vehicular new lighting is part of this project.

In FY 2016, construction began on Phase III of the project (Oklahoma Street to New Mexico Street) with Burkhardt Construction being awarded the contract. This phase consists of 13 blocks and incorporates Oklahoma Street through Liberty Street (New Mexico and New Hampshire Streets were completed earlier). The project was substantially completed in FY 2019, with only 2 remaining streets and street-ends scheduled for completion in early-2020.

The planning and design for Phase IV of the project (Harrison to Magnolia Terrace - 19 blocks) is anticipated to begin in FY 2020.
Accomplishment: Undergrounding of Utilities and Streetscape Enhancements – Phase IV E/W Streetscape Undergrounding of Overhead Utilities and A1A Streetscape from Hwd. Blvd. to southern city limits

The geometric limits of the E/W Streets are from SR A1A to the Broadwalk from Hollywood Boulevard to Magnolia Terrace. In addition, included is Surf Road from Iris Terrace to Azaelea Street.

A consultant was selected through RFQ process to spearhead planning, design, traffic engineering and the undergrounding of overhead utilities. An agreement was executed for the undergrounding portion of the project and the consultant’s engineer has been working on the undergrounding design with FPL, Comcast, and AT&T.

The CRA’s traffic engineering consultant analyzed the maintenance of existing traffic configurations encompassing on-street parking both sides and the maintenance of existing two way traffic conditions.

Image of proposed SR A1A Streetscape - Maintenance of 3 lanes of traffic with outer lane used as a Sharrow Lane - Shared between cyclist and automobile
Image of Proposed Yield Street for Phase IV E/W Streetscape – Maintaining current on street parking both sides and two way traffic
Accomplishment: A1A FDOT’s RRR/Hollywood CRA Complete Streets Project

The complete streets design of the A1A Corridor from Arizona to Sheridan Streets is a coordinated effort between the CRA and the Florida Department of Transportation (FDOT). The CRA coordinated with FDOT, capitalizing on their planned Resurfacing, Restoration and Rehabilitation (RRR) project funding by utilizing the funds FDOT dedicated toward the RRR project and applying those funds toward the initial phase of the CRA’s complete streets project. This will result in a savings of approximately $1.5M to the CRA. The A1A Corridor is the major north/south transportation spine in the Beach CRA and this major infrastructure overhaul was identified as a capital improvement goal in the CRA Redevelopment Plan. The project includes wider sidewalks for pedestrians with new colorful decorative concrete pavers, sharrow bike lane, the undergrounding of overhead utilities, new landscape along the sidewalk and medians, as well as new pedestrian lighting. The design assists with traffic calming and improved shared space for all users of this corridor. The project has been comprehensively coordinated with extensive input from the community.

Construction on the project began in Fall 2017 and is expected to be completed in Spring 2020. The east side sidewalk was demolished and rebuilt at 6’0” wide with new drainage structures. The center medians were also demolished allowing traffic to shift along the corridor during construction phase. These will be rebuilt once the sidewalks are fully reconstructed on both the east and west side of A1A.

The CRA Complete Street Phase of the undergrounding of overhead utilities, landscaping, irrigation, pedestrian lighting and a new traffic signal at Garfield Street will follow with construction anticipated to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.
**Objective:** To promote public parking

**Accomplishment:** Nebraska/Nevada Street Parking Garage ($13.1M)

In following the redevelopment objectives of the adopted Hollywood Beach Community Redevelopment Plan, two (2) additional parking garages were recommended for the Beach CRA district to meet anticipated parking demands.

The Garfield Street parking garage was built in 2008 and in 2014, the CRA identified the property located on the east side of SR A1A between Nebraska and Nevada Streets (the old Fire Station #40) as the site for the second parking garage. The parking garage, designed by Kaller and Associates Architects, provides 304 parking spaces, public restrooms, and conveniently has both entry/exit on Nebraska and Nevada Streets.

On March 20, 2018 the CRA and City of Hollywood hosted an onsite ground breaking ceremony. Construction commenced in Spring 2018 and the project was completed on time and under budget in September 2019.

*Ribbon Cutting Event – September 2019*
Objective: Preserve, protect, conserve, enhance estuarine and marine environmental quality, coastal wetlands, marine resources, beaches and dunes, coastal barriers and wildlife habitats.

Accomplishment: Public Beach Sand Renourishment ($3.4m)

As part of the public beach sand renourishment project, more than 60,000 cubic yards of sand is to be placed along Hollywood Beach, in two segments, north and south, with the south segment receiving the majority of the sand. Planning for the project began June 2017, and the contractor, Eastman Aggregate, began work in December 2017. CRA Staff has coordinated with a Coastal Construction Engineering Consulting firm to implement a post-storm survey to evaluate beach conditions and the impact on sand quantities for any future beach renourishment project. Three (3) years of post-construction monitoring is required by conditions of the Department of Environmental permit. Monitoring will be required until 2021.
**Objective:** To enhance Hollywood Beach as a tropical destination

**Accomplishment:** To replace the existing aging Lifeguard Towers and First Aid Stations with durable aesthetically pleasing ones, while providing an iconic element to Hollywood Beach visitors.

The CRA identified the need to replace 15 Lifeguard Towers and six (6) First Aid Stations as the existing ones had reached their lifespan and were, for the most part, beyond repair. In 2017, CPZ Architects was contracted to provide architecture and engineering services to develop a unique and functional design meeting the criteria developed by the City of Hollywood Beach Safety Committee comprised of Beach Safety, Public Works and CRA representatives. An iconic design was developed and Requests for Bids were issued twice for the project. However, on both occasions, the cost came in higher than the estimated budget.

On September 5, 2018, the CRA Board approved a catalogue purchase for the 21 First Aid Stations and the Lifeguard Towers. The catalogue purchase of the units along with the installation of the roof membrane and the painting application, by separate bid contractors, is anticipated to result in approximately $2M in cost savings compared to custom built towers. The units are built with marine grade plywood, fiberglass, PVC and cementitious boards and are specifically designed to withstand salt water driven rain, wind and sand. These structures are built locally in South Florida and transported and installed by the towers’ vendor.

The delivery of the units was done in three (3) phases:

- **Phase I**, consisting of six (6) units, is substantially completed. 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. These units are substantially complete and in service.

- **Phase II** consists of the fabrication and installation of two (2) First Aid Stations and six (6) Lifeguard Towers. The Phase II First Aid Stations are located at Oklahoma Street and Hollywood Boulevard, and the Lifeguard Towers are at Virginia, Madison, Arizona, Grant, Garfield, and Nevada/Nebraska Streets. These units are substantially complete and in service.

- **Phase III** consists of two (2) First Aid Stations and five (5) Lifeguard Towers. It is anticipated that these towers will be on site and expected to be operational by March 2020.

For safety purposes, the stairs and surf box storage units will be installed prior to the units being turned over to the City and occupied by beach safety personnel. The construction and installation of all 15 Lifeguard Towers and 6 First Aid stations are anticipated to be substantially completed and operational by March 2020.
Iris Terrace Lifeguard Tower
Azalea Terrace First Aid Station
**Objective:** To limit increases in the volume of vehicular traffic by providing transportation alternatives

**Accomplishment:** Multi-Modal Transportation & Livability Enhancements

The Hollywood Trolley service was terminated in June 2019.

In October 2018, the City of Hollywood contracted with Circuit Transit Inc. to provide circulator services. This is intended to provide residents and tourists with alternative transportation to and from Downtown Hollywood, Hollywood Beach, and the City's parking garages. The Beach CRA district makes a contribution toward the cost of the service.
**Objective:** Preserve, protect, conserve, enhance estuarine and marine environmental quality, coastal wetlands, marine resources, beaches and dunes, coastal barriers and wildlife habitats.

**Accomplishment:** Beach Rules Signage and Environmental Awareness

The CRA continues to maintain, fabricate and install beach rules signage in compliance with the City Code. In addition, in response to the enforcement of Section 97.05 of the City of Hollywood Code of Ordinances which reads, “Establishments located east of the Intracoastal Waterway selling food intended for consumption by customers off the premises of such establishments, or serving food in an outside seating area of an establishment, shall not sell or dispense disposable food service products, including but not limited to cups, lids, straws, plates, bowls, utensils, sandwich containers, or other packaging, which are made of plastic, polystyrene plastic, or of any non-biodegradable material; except, however, that the ban on polystyrene plastic and plastic-coated paper products shall not become effective until the conditions set forth in F.S. § 403.708(11) are met,” the CRA continues to meet with business organizations and owners in regard to being compliant with this section of the Code.

The CRA continued to install banners, and in coordination with the City of Hollywood Department of Communications, Marketing and Economic Development, designed and distributed collateral material to the Beach business community.
**Objective:** To revitalize and encourage reinvestment in older structures and neighborhoods which are in a state of decline

**Accomplishment:** CRA Property & Hotel Improvement Grant programs

**Property Improvement Program**

The Property Improvement Program (PIP), established in 2005, offers a 50% reimbursement up to a maximum grant amount of $50,000 for comprehensive renovations to the exterior of a property. The grants are available to commercial buildings, commercial tenants with landlord approval, multi-family properties, and condominiums for exterior common areas. In FY 2016, the CRA Board modified the PIP Grant eligibility to include all single-family homes within the downtown district. Single-family homes on the beach remain ineligible. Properties located along the Intracoastal Waterway are eligible for an additional $25,000 for seawall or dock repairs. Grants are awarded on a competitive basis.

Grant applicants are required to meet minimum property standards, repair any structural, safety or code violation issues on the building, and pass CRA design review standards including various uniformity standards where multiple unit owners are involved. They are also required to go through the appropriate City approval processes, including planning review and permitting. Additionally, applicants are strongly encouraged to incorporate green building products and practices, as well as incorporate sea turtle friendly light fixtures where appropriate.

Although not exhaustive, the following list contains items that could be considered within the scope of work of a PIP grant:

- Exterior painting
- Exterior lighting (in conformance with the sea-turtle lighting ordinance, where applicable)
- Landscaping
- Concrete restoration
- Impact-resistant windows and doors
- Roof repair or replacement
- Electrical work
- Signage
- Exterior architecture enhancements
- Plumbing work
- Paving for parking areas, walkways, or patios
- Air-conditioning (central air only)
- Structural repair

In addition to the PIP, the program also includes a provision for “Mini-PIP” grants, which are grants with a total cost of $25,000 or less. These grants can be authorized administratively through the CRA Executive Director with proper notification of the CRA Board. Mini-PIPs provide a more streamlined process for property owners who can accomplish significant exterior renovations for under $25,000. The intent of the program is to leverage private investment for comprehensive improvements and encourage property and business owners to restore, renovate or improve their property. The program further enables the CRA to utilize the grant opportunities to
provide incentives for protection, restoration and preservation of historic structures. This improves physical characteristics throughout the district, enhancing the environment and increasing occupancy and property values.

In FY 2019, the CRA received seven (7) tentative PIP and Mini-PIP applications, two (2) in the Beach CRA Area and five (5) in the Downtown CRA Area and one (1) project completed constructions and received a CRA reimbursement contribution of $50,000. However, no applications were approved during this Fiscal Year.

**PROFILE PROJECT:**

*Corsely Investments Property  307–309 Johnson Street (Beach District PIP)*

307-309 Johnson Street is a commercial strip located right across from Margaritaville. The scope of work included extensive exterior renovations, including impact-resistance windows and doors, new stucco, paint, awing and signage. CRA staff worked closely with the property owner to ensure a simple and effective solution for their overall building vision. After work was completed and inspected by the CRA, the property owner was awarded $50,000 (approximately 5% of cost).

*BEFORE*
Paint Only Program
The Paint Only Program (POP), established in April 2010, offers a 50% reimbursement up to a maximum grant amount of $10,000 for patching, pressure cleaning and painting the exterior of any property within either CRA district, including single-family, multi-family, condominium, and commercial properties. As a condition of receiving the grant, the property must meet minimum property standards, including the removal of conduit and screening of air conditioning units. The owners must also work with CRA staff to choose paint colors that meet the City and CRA design review standards.

In FY 2019, one (1) POP grant was approved and paid for a total CRA contribution of $1,303.50.

PROFILE PROJECT:
Richter Residence  1826 Monroe Street (Downtown District POP)

The scopes of work for this residential house located along Monroe Street included stucco repairs and exterior painting of entire house and perimeter fencing. The property Owner work closely with the CRA staff to choose the appropriate colors for their residential house.
Hotel Improvement Program

In 2005, the CRA created the Hotel Improvement Program (HIP). In September 2013, the board modified this grant program and it now offers a 33% reimbursement up to 20% of the appraised value or $250,000, whichever is less. The grant is for comprehensive interior and exterior improvements to an existing hotel/motel, inn, or bed and breakfast with less than 50 rooms. Unlike the PIP which focuses on exterior renovations, the HIP is intended to focus on both the interior and exterior of the property, which both removes slum and blighted conditions on the exterior and raises the quality of hotel room accommodations within the CRA districts. No HIP Grant funding can be used for non-fixed improvements, such as furniture or linens. The goal is to leverage and encourage private investment and to integrate the scope of the project with Superior Small Lodging’s (SSL) Key Acceptable Hospitality Standard Elements. As a part of receiving this grant, the hotel must become certified with either SSL or become AAA Diamond Rated. Due to the extensive scope of work and the very specific building type required, there are considerably fewer eligible properties than the other CRA grant programs.

In FY 2019, only one (1) tentative HIP application was received, however, a complete grant package was never submitted.
CRA Downtown District
Downtown District - Overview

Created in 1979 and encompassing Downtown Hollywood’s central business district and nearby residential neighborhoods, the District boundaries include approximately 580 acres, including the 10-acre ArtsPark at Young Circle. The boundaries are: Washington Street to the south, 22nd Avenue to the west, and Johnson Street to the north. The eastern boundaries are: 14th Avenue from Johnson Street south to Polk Street, 16th Avenue from Polk Street to Van Buren Street, and 17th Avenue from Van Buren Street to Washington Street.

The District is served by Federal Highway/US-1, Hollywood Boulevard (SR 820) and the Dixie Highway/FEC Railroad corridor. The buildings are comprised of a mixture of residential and commercial uses, the oldest of which were constructed in the 1920’s when the City was founded.

The commercial business district of Hollywood is concentrated along Hollywood Boulevard, Harrison Street and Tyler Street.

Some of the Redevelopment Objectives for the Downtown District include:

- Strengthen Downtown by concentrating development, promoting mixed-use development, and increasing densities and intensities at appropriate locations, while maintaining a relationship to the public realm and the traditional downtown.
- Improve the urban space by promoting outdoor activities such as sidewalk cafes, parklets, markets, and weekend fairs.
- Establish Downtown Hollywood as a cultural arts district and entertainment destination with a diverse, vibrant economy and a strong sense of place.
- Provide multi-modal transportation access to, from and within Downtown.
- Ensure that residents, workers and visitors feel safe and secure in Downtown at all hours.
Objective: Strengthen Downtown by concentrating development, promoting mixed-use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown.

Accomplishment: Downtown District Development Projects

CRA staff continued to work with property owners and prospective developers in regard to the development of major parcels including Block 58.

Block 58 (rendering of proposed development)

The mixed-use project proposed for Block 40 broke ground. The development will include 166 apartments, a 103-room Hilton Garden Inn, and 9,793 square feet of retail and office space. Block 40 is located on the southwest curve of Young Circle, and is occupied by the Great Southern Hotel built by city founder Joseph W. Young in 1924.

(Photo by Mike Stocker / South Florida Sun Sentinel)
Block 40 (rendering of proposed development)
Objective: Provide for the development and redevelopment of Downtown Hollywood as a local and regional center for arts and culture

Accomplishment: Downtown Hollywood Mural Project

The goal of this project is to curate contemporary outdoor murals at key locations in Downtown Hollywood in an effort to enhance and enrich the existing cultural fabric of our community, thereby attracting more art-related activities, businesses and events.

On April 4, 2012, the City Commission passed and adopted an Ordinance which Amended Section 8.4 of the Zoning and Land Development regulations to set forth that the review process for murals located in the Downtown Community Redevelopment Area’s Music District would be established by the CRA Board.

On May 2, 2012, the CRA Board passed and adopted R-CRA-2012-25 establishing a Mural Review Committee, which provided the purpose and duties of the committee, the number of committee members, criteria for committee membership and the length of the term of the committee members. Pursuant to the Resolution, CRA staff confirmed an administrative application process for property owners who were interested in having a mural painted on the exterior of their property within the boundaries of the Music District.

In response to the recent amendment to Article 8 of the City of Hollywood Zoning and Land Development Regulations, CRA staff modified the Mural Review Process by bringing forth two resolutions for approval and adoption on July 3, 2019. R-CRA-2019-36 repealed the former mural review process. R-CRA-2019-35 created a grant program, the Mural Only Program (MOP), which allowed the Downtown Hollywood Mural Project (DHMP) to continue; it also expanded the Downtown program boundaries and included a mosaic mural component for the Beach CRA District.

During FY 2019, mural applications that were approved included the following:

Rob Robi
Location: 1946 Harrison Street
November 2018

Rob Robi has been a long-time pillar of the Hollywood artistic community. Robi’s previous works include interior walls of children’s rooms, doctor’s offices and murals at various grade schools, namely Hollywood Central Elementary. Remaining true to his signature style, his mural incorporates pastel colors, a realistic figure and natural elements to create a dreamscape for the exterior of the building.
As a child, Stephanie Melissa would draw or paint as an outlet for stress. “It helped soothe my nerves and the tension. I like to say creating has always been my meditation. Calmness, yet alive is the feeling that I want to evoke when others view my work,” says Steph. Besides strong, independent women, and good people, being in the South Florida arts community is what truly motivated her to pursue art full on. When asked to explain her pattern-based murals, it comes down to a feeling. “I’m not so good with words so when I’m asked questions about my work I fall into my mind and into that feeling I get when painting. I try to verbalize, but I get stuck. Most of the time I just shrug and say “it feels good.”
Originally from Peru, Ivo is a self-taught artist who now resides in Miami. His colorful murals can be seen all around South Florida. He has a very contemporary style that mixes abstract pattern and color with icons from Peruvian culture. “I think I have always had a creative mind. When I started painting 6 or 7 years ago, my main goal was to express my creative thoughts and make the world a better place.” His mural for DHMP comprises two walls and the ceiling.
Luis Pinto is a conceptual artist, graphic designer, and muralist from Lima, Peru. His work draws on parallels between mysticism and contemporary cultural artifice in the face of an increasingly global milieu, wherein new meanings are constantly formulated and articulated and thus generate unique individualized forms of spiritual understanding. His work attempts to uncover these threads of meaning in order to examine the increasingly thin line between the mundane and the metaphysical.
**Accomplishment:**  Parkside (and Royal Poinciana) Pride Project

Tree canopy restoration/mitigation continued in the Royal Poinciana neighborhood and included the planting of 23 Royal Poinciana trees.

Additionally, a bid was posted for the Crosswalk Intersection Artwork. Paint Quest LLC was the low bid and was selected to paint the crosswalks and intersections, with the four following designs selected by the Mural Review Committee:
**Objective:** Establish Downtown Hollywood as a cultural arts district and entertainment destination with a diverse, vibrant economy and a strong sense of place.

**Accomplishment:** Downtown Hollywood ArtWalk

On the third Saturday of each month, the Hollywood CRA produces and programs the Downtown Hollywood ArtWalk. The event features live music; galleries and businesses showcasing art for purchase; Impulse Art, a fusion of music by Resurrection Drums and foot painting by Daniel Pontet; a complimentary guided walking tour of the Downtown Hollywood Mural Project; and an Artisan Market on 20th Avenue. A new feature of the ArtWalk event is the Gallery Tour. This tour brings patrons inside participating brick-and-mortar establishments.
**Accomplishment:**  Full Moon Drum Circle

Every month on the Full Moon, the Hollywood CRA and Resurrection Drums host a guided drum circle in ArtsPark at Young Circle. All skill levels are welcome.

**Accomplishment:**  Hollywood ArtsPark Experience Concert Series

In partnership with the Rhythm Foundation, the CRA relaunched the Hollywood ArtsPark Experience concert series with four performances in May and June, 2019 from artists Chicano Batman, the Dirty Dozen Brass Band, Monsieur Perine, and Chucho Valdes.
HOLLYWOOD ARTSPARK Experience
A FLORIDA CONCERT SERIES

CHICANO BATMAN - Sunday, May 5, 7pm

MONSIEUR PERINE - Saturday, June 15, 8pm

DIRTY DOZEN BRASS BAND - Saturday, May 11, 8pm

CHUCHO VALDES - Saturday, June 22, 8pm
*Accomplishment:  6th Annual Salsa Fest*

On April 6, 2019 the 6th Annual Salsa Fest was held in ArtsPark. It is recognized by ArtsPark staff as the event with the highest attendance in the ArtsPark in Young Circle.
Accomplishment: Hollyweird Halloween Downtown Hollywood Block Party

In partnership with the Hibernians of Hollywood and the Downtown business community, the 4th Annual Hollyweird Halloween was held on October 27, 2018 and was attended by thousands of residents and visitors. Both sides of the 2000 block of Hollywood Boulevard were closed to traffic. The event featured live entertainment, trick or treat stations, vendors, and costume contests for both children and adults.
Accomplishment: Canadafest

Canadafest, which was historically held on the Hollywood Beach Broadwalk, debuted in the ArtsPark in Young Circle. The event was well attended and received by the business community with many of the attendees also patronizing the Downtown business community before and after attending the event.

Accomplishment: Vintage South Florida

The CRA, in partnership with the Hollywood Historical Society, the Hollywood Women’s Club, the City of Hollywood Division of Records and Archives, as well as other community organizations, relaunched Vintage South Florida, A Celebration of History, Art, Music and Architecture on Sunday, February 17, 2019 in Downtown Hollywood. This was the first time the event had been held since 2009. Honored at the event were Dr. Joan Mickelson, Henry Graham, and Bob Giacin.
Objective: Provide multi-modal transportation access to, from and within Downtown

Accomplishment: Grant Extension - Multi-Modal Transportation & Livability Enhancements

The Hollywood Tri-Rail to Trolley service was terminated in June 2019.

In October 2018, the City of Hollywood contracted with Circuit Transit Inc. to provide circulator services. This is intended to provide residents and tourists with alternative transportation to and from Downtown Hollywood, Hollywood Beach, and the City's parking garages. The Downtown CRA district makes a contribution toward the cost of the service.
Accomplishment: Downtown Parklet Pilot Program

The CRA celebrated National Park(ing) Day in 2015 and 2016 and based on its success, adopted a Parklet Pilot Program for business owners within the Downtown District. The CRA staff worked with an architect and has designed a modular Parklet system which can be relocated to different business locations during the Pilot Program. The modular components were designed to be adapted to various conditions encountered when the Parklet is relocated.

Phase I locations selected for the parklet pilot program were: Mickey Byrne's Irish Pub & Restaurant, located at 1921 Hollywood Boulevard, and The Tipsy Boar Gastropub, located at 1906 Harrison Street.

The CRA Board approved the Mickey Byrne's parklet to remain at that location, and the Harrison Street parklet will be relocated for Phase II of the Program.

Locations selected for Phase II were: GoBistro, located at 2035 Hollywood Boulevard, and Social Room, located at 1916 Harrison Street.

In lieu of a second parklet on Hollywood Boulevard for GoBistro, a Hollywood Boulevard Pilot Paving Program was approved in front of the building where GoBistro exists (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.
Objective: Strengthen Downtown by concentrating development, promoting mixed-use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown.

Provide for “complete streets” that offer a full range of transportation options, including pedestrian, bicycle, automobile, trolley and public transit options.

Accomplishment: Young Circle Roadway

- Project started in May 2017
- 2 charrettes: developed a vision and drew an initial concept
- Now it’s known as the “Preferred Design Alternative”
- Continued public meetings
- Existing traffic data collection and analysis
- Purpose and Need Report submitted and approved by FDOT as part of Stage 1.
- Traffic simulation modeling
- Received approval for Stage 1 of FDOT Lane Elimination Process. Consultants are engaged and working on the Stage 2 Methodology coordinating with FDOT Staff

Unsafe & Uncomfortable Place
5 roundabouts
6 intersections
4,000+ feet of Street
23 Pedestrian Crossings
Separated Bicycle Facilities
  • Determine R/W Lines
  • Design Criteria and Rationale
  • Design Vehicle Turning Radius
  • Bus and EMS Turning Radii
  • Geometric Design
  • Lane Widths
  • Apron Design
  • Pavement Marking Design
  • Typical Sections
  • Bus Routing and Stops
CRA General Operations
Private Investment/Redevelopment, Business Recruitment, Retention and Expansion

The Beach District’s business development initiatives support the redevelopment objectives identified in the Hollywood Beach Community Redevelopment Plan. With a mission to drive economic growth and in accordance with the redevelopment objectives, key marketing and business development goals for the Beach District are:

- Develop and promote CRA programs and opportunities to stimulate private investment and improvement projects.
- Foster ongoing communication with Hollywood Beach residents, business owners, property owners, civic and community groups, and condominium associations.
- Strengthen awareness and identity of Hollywood Beach and the CRA to investors, visitors, residents and commercial business audiences.

The Downtown District’s business development initiatives support the redevelopment objectives identified in the Downtown District Redevelopment Plan. These objectives include to:

- Provide property owners and brokers with assistance with recruiting commercial tenants (with a special focus on “creative class” tenants) and new quality businesses to Downtown Hollywood.
- Encourage new office development, targeting areas north of Hollywood Boulevard.
- Integrate ArtsPark at Young Circle into Downtown District activities.
- Cultivate an environment that embraces the arts and supports artistic activity.
- Celebrate the existing historic business district along Hollywood Boulevard.
- Work with the City of Hollywood Department of Community and Economic Development, Building Department, Developmental Services Department, outside agencies, Downtown Hollywood Business Association and Property Owners.

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed all Certificates of Use.

Staff continues to work with property owners, brokers, other real estate professionals and the City of Hollywood Communications, Marketing and Economic Development in an effort to retain and recruit businesses in both Districts. The recruitment strategy continues to benefit from the modification of public policy that permitted office as a ground floor use on Harrison Street. In an effort to increase the daytime population of the Downtown District, a special focus was placed on the development of new office space and the recruitment of office tenants including shared space, executive office suites and traditional larger office users.
As a result of these efforts, Büro Group, one of South Florida’s leading co-working companies, opened for business on Harrison Street, in the heart of Downtown Hollywood. The newly-renovated 16,000 square foot space is the sixth location for the fast growing workspace operator and its first outside of Miami-Dade County.

Located at 2031 Harrison Street close to Young Circle, Büro Hollywood features a stylish mix of private suites and open workspaces for independent professionals and teams of various sizes.
Maintenance

Beach District
In FY 2019, funding continued for capital equipment, repairs to equipment, supplies and staffing of the CRA’s Enhanced Service Beach Maintenance crew. The crew currently includes one full-time supervisor, three assistant supervisors and six full-time staff members. Additionally, funding was allocated for the procurement of ongoing temporary employees as needed. The CRA Beach Maintenance staff works a shift in the CRA Beach District from 1:30pm to 10:00pm to supplement the baseline level of maintenance provided from 7:00am to 1:00pm by the City of Hollywood. Responsibilities include but are not limited to emptying garbage cans, managing and maintaining the lighting, maintenance of restrooms, cleaning of outdoor beach showers, de-littering the beach, maintaining mobi-mats, and ambassadorial duties for our beach-going public. The CRA Beach Maintenance staff also plays a pivotal role in identifying and addressing the needs of the community such as way finding and other signage, bike lane enhanced markings and creating easy to identify recycle bins.

Annual Statistics
- Operational Hours – 16,500
- Trash Removal Hours – 13,356
- Cleaning Shower Area Hours - 794
- Graffiti Tags & Sticker Removal Units – 510
Downtown District

In September, 2014, the CRA piggybacked off the City of Miami’s RFP for security and sanitation services with Mydatt Service, Inc., d/b/a Block By Block (BBB). BBB provides cleaning services during the day and safety services during the evening hours. The Block By Block Clean Team consists of one full-time Operations Manager, three full-time clean ambassadors and five full-time safety ambassadors. The BBB clean team provides an enhanced level of service and addresses many of the day-to-day maintenance needs of the Downtown District including de-littering of public areas, “spot” pressure cleaning of sidewalks, removal of palm fronds (once already fallen to ground), removal of graffiti on public property and special projects such as the installation of banners on light poles and painting of safety zones on curbs. City of Hollywood staff continues to be responsible for the emptying the trash receptacles in Downtown Hollywood on a daily basis, maintaining the ArtsPark at Young Circle, and maintaining the landscape located throughout the Downtown District.

The Block By Block Safety Ambassadors program provides coverage in the commercial core of Downtown Hollywood. The Safety Ambassadors are unarmed and work in partnership with the City of Hollywood Police Department. Their duties include providing safety escorts to patrons and Downtown employees, as well as acting as an extra set of eyes on the street. They utilize a guard tour wand system, two-way radios that access the all-government channel; and are required to monitor the area by walking, riding bicycles and or utilizing whatever means of transportation necessary in order to provide coverage.

Annual Statistics

- Special Projects i.e. curb painting, 374 hours
- Graffiti tag removal on public property 2,193
- Litter abatement ~ 145,608 lbs
- Fallen palm fronds disposal 7,097
Marketing and Advertising

The CRA continues to reach consumers through its successful multi-media advertising campaigns that position Florida’s Hollywood as a desirable destination, as well as an ideal place to open or expand a business. The multi-media campaign introduces Hollywood’s Beach and Downtown to local, national and international audiences.

Media objectives:
- Attract new businesses and investment to Downtown Hollywood and Hollywood Beach.
- Attract the visitor market to Hollywood Beach and Downtown Hollywood.
- Advertise special events.

Media strategies:
- Use media proven to be effective at reaching specific target audiences.
- Use targeted online sites to reach local and Florida drive market.
- Increase traffic to the CRA’s two websites.
- Increase social media presence. The Hollywood CRA continues to maintain a social media presence as “Florida’s Hollywood” on the three major social media platforms; Facebook, Twitter and Instagram. These pages are used to gain insight into community interest; engage with residents, property and business owners and visitors; build brand visibility; and promote investment, local businesses, events, tourism, and public transportation.
- Increase the use of video content in TV commercials, YouTube and social media postings.

Annual statistics are as follows:

Facebook
2,284 new likes

Demographic: 71% female, 35 – 44 years old
Focus – Most popular platform for the target demographic. Use Facebook to promote investment, local businesses, events and tourism.

Twitter
733 new followers
Focus – Join conversations, promote investment, local businesses, events and tourism.

Instagram
1,162 new followers
Focus – Create visual storyboards to promote events and tourism.
Website Update:
The CRA manages two websites. One is for government use, and the other targets the visitor market. The government website, HollywoodCRA.org, was updated to the newest CivicPlus platform to be more mobile friendly and provide a more comprehensive overview of the function and services provided by the CRA.

FAMs and Conferences
In coordination with the Greater Fort Lauderdale Convention and Visitors Bureau, the CRA continued to host familiarization tours.
Visitor Information

Visitor Information Center - FY 2019

<table>
<thead>
<tr>
<th>Month</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>1,000</td>
</tr>
<tr>
<td>November</td>
<td>1,701</td>
</tr>
<tr>
<td>December</td>
<td>1,698</td>
</tr>
<tr>
<td>January</td>
<td>1,837</td>
</tr>
<tr>
<td>February</td>
<td>2,318</td>
</tr>
<tr>
<td>March</td>
<td>2,251</td>
</tr>
<tr>
<td>April</td>
<td>2,223</td>
</tr>
<tr>
<td>May</td>
<td>1,328</td>
</tr>
<tr>
<td>June</td>
<td>913</td>
</tr>
<tr>
<td>July</td>
<td>1,192</td>
</tr>
<tr>
<td>August</td>
<td>928</td>
</tr>
<tr>
<td>September</td>
<td>580</td>
</tr>
<tr>
<td>Total</td>
<td>17,969</td>
</tr>
</tbody>
</table>
FINANCIAL OVERVIEW
What is Tax Increment Financing?

Tax increment financing is a unique tool provided by the State that is available to cities and counties for redevelopment activities. It is used to leverage public funds to promote private sector activity in the targeted area. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date “base year”, also known as the “frozen value.” The base year of the Beach District is 1997 and the Downtown District is 1979. Taxing authorities, which contribute to the tax increment, continue to receive property tax revenues based on the frozen value.

These frozen value revenues go to their general funds and are available for general government purposes. However, any tax revenues from increases in real property value, referred to as “increment,” are deposited into the Community Redevelopment Agency Trust Fund and dedicated to the redevelopment area.

The trust fund revenues generated through tax increment are contributed by four taxing authorities including the City of Hollywood (City), Broward County (County) Children’s Services Council of Broward County (CSC), and South Broward Hospital District (Hospital).
In FY 2019, both the Beach District and the Downtown District realized increases in taxable assessed property values.

The property values for the Beach District increased from $3,225,214,650 to $3,352,457,280 (an increase of 3.95%) while property values for the Downtown District increased from $658,066,810 to $709,304,710 (an increase of 7.79%).

**FY 2019 INCREMENT REVENUES**

<table>
<thead>
<tr>
<th>Taxing Authorities</th>
<th>Millage Rate</th>
<th>Beach CRA Increment Revenue</th>
<th>Downtown CRA Increment Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broward County</td>
<td>5.4792</td>
<td>$14,591,739</td>
<td>$3,140,755</td>
</tr>
<tr>
<td>City of Hollywood</td>
<td>7.4665</td>
<td>$19,907,537</td>
<td>$4,299,438</td>
</tr>
<tr>
<td>Hospital District*</td>
<td>0.1414</td>
<td>$0</td>
<td>$81,550</td>
</tr>
<tr>
<td>Children’s Svc. Council</td>
<td>0.4882</td>
<td>$1,303,510</td>
<td>$281,560</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>-$35,802,786</strong></td>
<td><strong>-$7,803,303</strong></td>
<td></td>
</tr>
</tbody>
</table>

*The Hospital District no longer pays into the TIF for the Beach CRA district.

**The TIF refund is netted against the increment revenue shown in this table.
Beach CRA Financial Summary

<table>
<thead>
<tr>
<th>REVENUE SOURCE</th>
<th>AMOUNT</th>
<th>% of TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROWARD COUNTY</td>
<td>$11,980,586</td>
<td>19.03%</td>
</tr>
<tr>
<td>CITY OF HOLLYWOOD</td>
<td>$19,907,537</td>
<td>31.62%</td>
</tr>
<tr>
<td>CHILDREN’S SERVICES COUNSEL</td>
<td>$1,303,510</td>
<td>2.07%</td>
</tr>
<tr>
<td>GRANTS</td>
<td>$45,616</td>
<td>0.07%</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>$923,542</td>
<td>1.47%</td>
</tr>
<tr>
<td>CARRY-FORWARD FROM PRIOR YEAR</td>
<td>$28,792,939</td>
<td>45.74%</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$62,953,730</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

CRA BEACH DISTRICT - FY19 REVENUE SOURCES

- **City of Hollywood** 31.6%
- **Broward County** 19.0%
- **Children's Services Counsel** 2.1%
- **Grants** 0.1%
- **Miscellaneous** 1.5%
- **Carry-Forward From Prior Year** 45.7%
## BEACH CRA
### FY 2019 USE OF CARRY-FORWARD FROM PRIOR YEAR

<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Parking Garage</td>
<td>Construction of the Nebraska/Nevada Streets parking garage</td>
<td>$11,547,074</td>
</tr>
<tr>
<td>Undergrounding of Utilities - Phase 3</td>
<td>Undergrounding of overhead utilities and streetscape improvements from Oklahoma Street to New Mexico Street</td>
<td>$5,753,093</td>
</tr>
<tr>
<td>A1A FDOT’s RRR/Hollywood CRA Complete Streets Project</td>
<td>The project includes wider sidewalks for pedestrians with new colorful decorative concrete pavers, sharrow bike lane, the undergrounding of overhead utilities, new landscape along the sidewalk and medians, as well as new pedestrian lighting.</td>
<td>$3,444,694</td>
</tr>
<tr>
<td>Lifeguard Towers</td>
<td>Construction of new and replacement of damaged and dilapidated lifeguard towers within the CRA district</td>
<td>$1,536,140</td>
</tr>
<tr>
<td>Public Beach Sand Re-nourishment</td>
<td>Relates to post-construction expenses beach re-nourishment project</td>
<td>$163,081</td>
</tr>
<tr>
<td>Dune Restoration</td>
<td>Project includes identification and removal of exotic vegetation and replanting of the dune with native species</td>
<td>$142,727</td>
</tr>
<tr>
<td>Turtle Lighting</td>
<td>Implementation of the CRA's turtle lighting initiatives as mandated by the State of Florida.</td>
<td>$88,424</td>
</tr>
</tbody>
</table>

| **Total Use Of Carry-forward For Capital Improvement Projects** | **$22,675,233** |
| Refund to taxing authorities | Unused funds returned to the various taxing authorities | $6,117,706 |
| Fund Balance – Restricted For Debt Service | Deposited in escrow account for purpose of indebtedness to which TIF is pledged | $5,675,339 |

| **Grand Total – Use Of Carry Forward From Prior Year** | **$34,468,278** |
### COMMUNITY REDEVELOPMENT AGENCY – BEACH DISTRICT
### BALANCE SHEET
### FOR THE PERIOD ENDING SEPTEMBER 30, 2019
### (Preliminary Draft/Unaudited)

<table>
<thead>
<tr>
<th></th>
<th>Balance 09.30.19</th>
<th>Balance 09.30.18</th>
<th>Dollar Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ASSETS:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$ 200</td>
<td>$ 200</td>
<td>$ 0</td>
</tr>
<tr>
<td>Investments - at fair value</td>
<td>16,171,833</td>
<td>27,458,178</td>
<td>(11,286,345)</td>
</tr>
<tr>
<td>Due From Other Governments</td>
<td>0</td>
<td>12,750</td>
<td>(12,750)</td>
</tr>
<tr>
<td><strong>Restricted Assets:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investments at fair value</td>
<td>8,518,587</td>
<td>11,955,157</td>
<td>(3,436,570)</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>24,690,620</td>
<td>39,426,285</td>
<td>(14,735,665)</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS AND DEFERRED OUTFLOW OF RESOURCES</strong></td>
<td>24,690,620</td>
<td>39,426,285</td>
<td>(14,735,665)</td>
</tr>
</tbody>
</table>

| **LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES:** |                  |                  |               |
| **LIABILITIES:**                                               |                  |                  |               |
| Vouchers Payable                                              | 1,239,134        | 643,410          | 595,724       |
| Accrued Wages & Leave                                         | 45,597           | 38,148           | 7,449         |
| Due to Other Governments                                      | (89)             | 2,758,548        | (2,758,637)   |
| Contracts Payable                                             |                  |                  |               |
| Construction Contracts Payable                                 | 810,405          | 1,517,900        | (707,495)     |
| **Total Current Liabilities**                                 | 2,095,047        | 4,958,006        | (2,862,959)   |
| **FUND BALANCES:**                                            |                  |                  |               |
| Restricted:                                                   |                  |                  |               |
| Debt Service                                                  | 5,675,339        | 5,675,339        | 0             |
| General Government                                            | 1,978,837        | 10,534,345       | (8,555,508)   |
| Culture & Recreation                                          | 0                | 150,000          | (150,000)     |
| Public Safety                                                 | 21,299           | 995,740          | (974,441)     |
| Physical Environment                                          | 8,552,181        | 11,078,555       | (2,526,373)   |
| Grants & Special Programs                                      | 6,367,916        | 6,034,300        | 333,616       |
| **Total Fund Balances**                                       | 22,595,573       | 34,468,279       | (11,872,706)  |
| **TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCE** | $ 24,690,620 | $ 39,426,285 | $ (14,735,665) |
### COMMUNITY REDEVELOPMENT AGENCY – BEACH DISTRICT
### STATEMENT OF REVENUE, EXPENSE AND CHANGES IN FUND BALANCE
### FOR THE PERIOD ENDING SEPTEMBER 30, 2019
### (Preliminary Draft/Unaudited)

#### REVENUES:

<table>
<thead>
<tr>
<th></th>
<th>Balance 09.30.19</th>
<th>Balance 09.30.18</th>
<th>Dollar Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property Taxes</td>
<td>$12,971,061</td>
<td>$15,565,219</td>
<td>$ (2,594,158)</td>
</tr>
<tr>
<td>Intergovernmental</td>
<td>10,352,821</td>
<td>12,797,067</td>
<td>(2,444,246)</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>871,902</td>
<td>680,163</td>
<td>191,739</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>51,701</td>
<td>71,879</td>
<td>(20,178)</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>24,247,485</strong></td>
<td><strong>29,114,328</strong></td>
<td><strong>(4,866,843)</strong></td>
</tr>
</tbody>
</table>

#### EXPENDITURES:

**Current:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General Government</td>
<td>9,507,051</td>
<td>8,841,331</td>
<td>665,720</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>883,371</td>
<td>891,359</td>
<td>(7,988)</td>
</tr>
<tr>
<td>Culture and Recreation</td>
<td>474,728</td>
<td>555,708</td>
<td>(80,980)</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>364,249</td>
<td>0</td>
<td>364,249</td>
</tr>
<tr>
<td><strong>Total Current</strong></td>
<td><strong>11,229,399</strong></td>
<td><strong>10,288,398</strong></td>
<td><strong>941,001</strong></td>
</tr>
</tbody>
</table>

**Capital Outlay:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>General Government</td>
<td>11,732,640</td>
<td>2,365,872</td>
<td>9,366,768</td>
</tr>
<tr>
<td>Public Safety</td>
<td>1,471,009</td>
<td>76,660</td>
<td>1,394,349</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>4,523,512</td>
<td>7,528,900</td>
<td>(3,005,388)</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>1,269</td>
<td>0</td>
<td>1,269</td>
</tr>
<tr>
<td><strong>Total Capital Outlay</strong></td>
<td><strong>17,728,431</strong></td>
<td><strong>9,971,432</strong></td>
<td><strong>7,756,999</strong></td>
</tr>
</tbody>
</table>

**Debt Service:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal</td>
<td>5,475,000</td>
<td>5,210,000</td>
<td>265,000</td>
</tr>
<tr>
<td>Interest and Fiscal Charges</td>
<td>1,725,341</td>
<td>1,992,884</td>
<td>(267,543)</td>
</tr>
<tr>
<td><strong>Total Debt Service</strong></td>
<td><strong>7,200,341</strong></td>
<td><strong>7,202,884</strong></td>
<td><strong>(2,543)</strong></td>
</tr>
</tbody>
</table>

**Total Expenditures**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>36,158,171</strong></td>
<td><strong>27,462,713</strong></td>
<td><strong>8,695,458</strong></td>
</tr>
</tbody>
</table>

**Operating Income (Loss)**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>(11,910,686)</strong></td>
<td><strong>1,651,615</strong></td>
<td><strong>(13,562,300)</strong></td>
</tr>
</tbody>
</table>

**TRANSFERS IN/(OUT):**

**Operating Transfers In:**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer In from Special Rev</td>
<td>37,980</td>
<td>39,989</td>
<td>(2,009)</td>
</tr>
</tbody>
</table>

**Operating Transfers (Out):**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Transfer Out to Parking Enterprise</td>
<td>0</td>
<td>(16,300)</td>
<td>16,300</td>
</tr>
<tr>
<td><strong>Total Other Financing Sources (Uses)</strong></td>
<td><strong>37,980</strong></td>
<td><strong>23,689</strong></td>
<td><strong>14,292</strong></td>
</tr>
</tbody>
</table>

**Change in Fund Balances**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(11,872,706)</td>
<td>1,675,303</td>
<td>(13,548,009)</td>
</tr>
</tbody>
</table>

**Fund Balance - Beginning**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>34,468,279</td>
<td>32,792,976</td>
<td>1,675,303</td>
</tr>
</tbody>
</table>

**Fund Balance - Ending**

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>$22,595,573</strong></td>
<td><strong>$34,468,279</strong></td>
<td><strong>$ (11,872,706)</strong></td>
</tr>
</tbody>
</table>
## Downtown CRA Financial Summary

### FY 2019 REVENUES - ACTUAL

<table>
<thead>
<tr>
<th>REVENUE SOURCE</th>
<th>AMOUNT</th>
<th>% of TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>BROWARD COUNTY</td>
<td>$3,140,755</td>
<td>27.24%</td>
</tr>
<tr>
<td>CITY OF HOLLYWOOD</td>
<td>$4,299,438</td>
<td>37.29%</td>
</tr>
<tr>
<td>CHILDREN’S SERVICES COUNSEL</td>
<td>$281,560</td>
<td>2.44%</td>
</tr>
<tr>
<td>S. BROWARD HOSPITAL DISTRICT</td>
<td>$81,550</td>
<td>0.71%</td>
</tr>
<tr>
<td>MISCELLANEOUS</td>
<td>$170,800</td>
<td>1.48%</td>
</tr>
<tr>
<td>CARRY-FORWARD FROM PRIOR YEAR</td>
<td>$3,556,383</td>
<td>30.84%</td>
</tr>
<tr>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$11,530,486</strong></td>
<td><strong>100.00%</strong></td>
</tr>
</tbody>
</table>

The breakdown of revenue sources for the CRA Downtown District in FY19 is as follows:

- **Broward County**: 27.2% of total revenue
- **City of Hollywood**: 37.3% of total revenue
- **Children’s Services Counsel**: 2.4% of total revenue
- **S. Broward Hospital District**: 0.7% of total revenue
- **Miscellaneous**: 1.5% of total revenue
- **Carry-Forward From Prior Year**: 30.8% of total revenue

The pie chart illustrates the distribution of revenue sources for the CRA Downtown District in FY19.
<table>
<thead>
<tr>
<th>PROJECT</th>
<th>DESCRIPTION</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollywood Blvd - Direction/Gateway/Signage</td>
<td>Wayfinding and gateway signage for downtown businesses, restaurants, parking, transportation, and events.</td>
<td>600,000</td>
</tr>
<tr>
<td>Hollywood Blvd Refurbishment</td>
<td>Includes installation of sustainable porous paving material in 150 tree wells; Removal of existing concrete header bands and paver; Installation of new asphalt base and new asphalt, match and connect</td>
<td>1,581,410</td>
</tr>
<tr>
<td>Hollywood Blvd - Streetlight Replacement Project</td>
<td>Replace historically themed poles and fixtures with new poles and 5 globe LED light fixtures in Hollywood Blvd historic district</td>
<td>192,030</td>
</tr>
<tr>
<td>Streetscape Upgrades - Hollywood Blvd &amp; Tyler St.</td>
<td>Landscaping and lighting upgrades along Hollywood Boulevard &amp; Tyler Street from Young Circle to 21st Avenue</td>
<td>882,941</td>
</tr>
<tr>
<td>Neighborhood Intersection / Street Enhancement</td>
<td>Painting intersections and crosswalks with decorative designs</td>
<td>300,000</td>
</tr>
<tr>
<td><strong>Grand Total – Use Of Carry-forward From Prior Year</strong></td>
<td></td>
<td><strong>$3,556,381</strong></td>
</tr>
</tbody>
</table>
## DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY

**BALANCE SHEET**

**FOR THE PERIOD ENDING SEPTEMBER 30, 2019**

*(Preliminary Draft/Unaudited)*

<table>
<thead>
<tr>
<th></th>
<th>Balance 09.30.19</th>
<th>Balance 09.30.18</th>
<th>Dollar Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ASSETS:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$200</td>
<td>$200</td>
<td>$0</td>
</tr>
<tr>
<td>Investments - at fair value</td>
<td>5,943,605</td>
<td>4,091,701</td>
<td>1,851,904</td>
</tr>
<tr>
<td>Due from Other Funds</td>
<td>144,000</td>
<td>0</td>
<td>144,000</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>6,087,805</td>
<td>4,091,901</td>
<td>1,995,904</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:</strong></td>
<td>6,087,805</td>
<td>4,091,901</td>
<td>1,995,904</td>
</tr>
<tr>
<td><strong>LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCE:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LIABILITIES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vouchers Payable</td>
<td>88,307</td>
<td>441,158</td>
<td>(352,851)</td>
</tr>
<tr>
<td>Accrued Wages &amp; Leave</td>
<td>6,284</td>
<td>5,576</td>
<td>708</td>
</tr>
<tr>
<td>Due to Other Governments</td>
<td>89</td>
<td>0</td>
<td>89</td>
</tr>
<tr>
<td>Deposits Payable</td>
<td>3,577</td>
<td>3,577</td>
<td>0</td>
</tr>
<tr>
<td>Payable from Restricted Assets:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contracts Payable</td>
<td>0</td>
<td>85,208</td>
<td>(85,208)</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>98,257</td>
<td>535,519</td>
<td>(437,262)</td>
</tr>
<tr>
<td><strong>FUND BALANCES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RESTRICTED</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation - Streetlights</td>
<td>0</td>
<td>1,333,924</td>
<td>(1,333,924)</td>
</tr>
<tr>
<td>Grants and Special Programs</td>
<td>5,989,548</td>
<td>2,222,458</td>
<td>3,767,090</td>
</tr>
<tr>
<td><strong>Total Fund Balance</strong></td>
<td>5,989,548</td>
<td>3,556,382</td>
<td>2,433,166</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCE</strong></td>
<td>6,087,805</td>
<td>4,091,901</td>
<td>1,995,904</td>
</tr>
</tbody>
</table>
## DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY

### STATEMENT OF REVENUE, EXPENSES AND CHANGES IN FUND BALANCE

FOR THE PERIOD ENDING SEPTEMBER 30, 2019

*(Preliminary Draft/Unaudited)*

<table>
<thead>
<tr>
<th></th>
<th>Balance 09.30.18</th>
<th>Balance 09.30.17</th>
<th>Dollar Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Taxes</td>
<td>$4,299,438</td>
<td>$3,926,193</td>
<td>$373,245</td>
</tr>
<tr>
<td>Intergovernmental</td>
<td>3,503,865</td>
<td>3,202,875</td>
<td>300,990</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>142,284</td>
<td>62,307</td>
<td>79,977</td>
</tr>
<tr>
<td>Miscellaneous Revenue</td>
<td>28,516</td>
<td>80,550</td>
<td>(52,034)</td>
</tr>
<tr>
<td><strong>Total Operating Revenue</strong></td>
<td><strong>7,974,103</strong></td>
<td><strong>7,271,925</strong></td>
<td><strong>702,178</strong></td>
</tr>
<tr>
<td><strong>EXPENDITURES:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Government</td>
<td>2,959,878</td>
<td>3,092,786</td>
<td>(132,908)</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>231,461</td>
<td>152,731</td>
<td>78,730</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>68,022</td>
<td>20,000</td>
<td>48,022</td>
</tr>
<tr>
<td><strong>Total Current</strong></td>
<td>3,259,361</td>
<td>3,265,517</td>
<td>(6,156)</td>
</tr>
<tr>
<td><strong>Capital Outlay:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>General Government</td>
<td>0</td>
<td>420,888</td>
<td>(420,888)</td>
</tr>
<tr>
<td>Transportation</td>
<td>45,288</td>
<td>304,627</td>
<td>(259,339)</td>
</tr>
<tr>
<td>Physical Environment</td>
<td>0</td>
<td>78,390</td>
<td>(78,390)</td>
</tr>
<tr>
<td>Economic Environment</td>
<td>4,489</td>
<td>0</td>
<td>4,489</td>
</tr>
<tr>
<td><strong>Total Capital Outlay</strong></td>
<td><strong>49,777</strong></td>
<td><strong>803,905</strong></td>
<td><strong>(754,128)</strong></td>
</tr>
<tr>
<td><strong>Debt Service:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Principal</td>
<td>2,299,103</td>
<td>2,172,294</td>
<td>126,809</td>
</tr>
<tr>
<td>Interest and Fiscal Charges</td>
<td>457,695</td>
<td>585,508</td>
<td>(127,813)</td>
</tr>
<tr>
<td><strong>Total Debt Service</strong></td>
<td><strong>2,756,798</strong></td>
<td><strong>2,757,802</strong></td>
<td><strong>(1,004)</strong></td>
</tr>
<tr>
<td><strong>Total Expenditures</strong></td>
<td><strong>6,065,936</strong></td>
<td><strong>6,827,224</strong></td>
<td><strong>(761,288)</strong></td>
</tr>
<tr>
<td>Operating Income (Loss)</td>
<td><strong>1,908,167</strong></td>
<td><strong>444,701</strong></td>
<td><strong>1,463,466</strong></td>
</tr>
<tr>
<td><strong>Other Financing Sources (Uses)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Proceeds from Sale of Assets</td>
<td>525,000</td>
<td>0</td>
<td>525,000</td>
</tr>
<tr>
<td><strong>Total Other Financing Sources (Uses)</strong></td>
<td><strong>525,000</strong></td>
<td><strong>0</strong></td>
<td><strong>525,000</strong></td>
</tr>
<tr>
<td>Change in Fund Balance</td>
<td>2,433,167</td>
<td>444,701</td>
<td>1,988,466</td>
</tr>
<tr>
<td>Fund Balance - Beginning</td>
<td>3,556,381</td>
<td>3,111,681</td>
<td>444,700</td>
</tr>
<tr>
<td><strong>Fund Balance - Ending</strong></td>
<td><strong>$5,989,548</strong></td>
<td><strong>$3,556,381</strong></td>
<td><strong>$2,433,167</strong></td>
</tr>
</tbody>
</table>

(Preliminary Draft/Unaudited)
CRA Issued Debt

Beach District Revenue Bonds

Beach District Series 2015 Revenue Bond: In October 2015, the Beach District issued the Redevelopment Revenue and Revenue Refunding Bonds (Beach CRA), Series 2015 in a principal amount of $55,000,000 to provide for public improvements within the Beach Redevelopment Area and all of the Agency’s outstanding Series 2004 and Series 2007 Bonds.

The Series 2015 Bonds are secured by Trust Fund Revenues derived from tax increment revenues generated within the Beach District. The bonds will provide funding for the new public parking garage at Nebraska and Nevada Streets fronting SR A1A and housing approximately 304 public parking spaces, as well as the completion of six (6) blocks within the Phase III Streetscape Project.

At issuance, the Series 2015 Bonds had an A- Rating by Fitch and A3 rating by Moody’s; however, Fitch has since upgraded its rating from A- to A+. The outstanding balance as of fiscal year ending 2019 for this bond is $31,755,000.

Downtown District Agency Loans

The Downtown District has secured $31,500,000 in loans since 2002. This includes a $2,000,000 loan which was secured in FY 2015 to complete public improvements such as neighborhood lighting and various beautification projects, throughout the Downtown.

The Downtown District has pledged its tax increment revenues for repayment of these loans. The note denominations are as follows:

<table>
<thead>
<tr>
<th>Promissory Note</th>
<th>Principal Amount</th>
<th>Interest Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002 Note</td>
<td>$4,000,000</td>
<td>5.61%</td>
</tr>
<tr>
<td>2003 Note</td>
<td>$2,500,000</td>
<td>5.44%</td>
</tr>
<tr>
<td>2004A Note</td>
<td>$4,500,000</td>
<td>Variable</td>
</tr>
<tr>
<td>2006A Note</td>
<td>$20,500,000</td>
<td>7.075%</td>
</tr>
<tr>
<td>2015 Note</td>
<td>$2,000,000</td>
<td>2.84%</td>
</tr>
</tbody>
</table>

The outstanding balance as of fiscal year ending 2019 for the five notes mentioned above is $6,131,667.
Chapter 163 of the Florida Statutes requires each CRA to provide an annual report by March 31 of each year to the Governing Body (City Commission). This report and financial statement is submitted in fulfillment of that requirement and to provide information to the public.