



## CRA Executive Director's Report, December 2016

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

Construction work is approximately 99% complete on New Mexico, New Hampshire, and Thomas Streets as well as Surf Road from Lee Street to Thomas Street, for the undergrounding of overhead utility lines and streetscape beautification. A public meeting was held on October 26th, 2016 for the remaining streets included in Phase III, Oklahoma to Lee Streets. The meeting was very well attended with over 75 residents and business owners attending. Construction has already begun on Nevada and Nebraska Streets. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction.

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

Staff coordinated with the architect and contractor to reduce estimated construction costs of the garage. At the November 2nd CRA Board Meeting, the Board recommended proceeding with the option for the garage which eliminates the retail liner along SR A1A, incorporates public restrooms, and provides a drive-through from Nebraska to Nevada Streets to dissipate traffic congestion on the affected streets. This option results in approximately \$1.2M in cost savings due to the revised design and structural impacts. The architect is proceeding to complete all of the construction drawings and will be bringing forth the design for City Commission approval once it has received approval from all of the various City processes. The CM@Risk Contractor will be preparing a GMP (Guaranteed Maximum Price) based upon this new design. The final cost will be brought forth to the CRA Board for their review and consideration.

#### Neighborhood and Alley Streetlighting Project

Phase I: Pierce and Buchanan Streets: Light Pole installation in these two streets will be completed in approximately 4 weeks by Imperial Electric Contractors. The project is on schedule and within budget.

Phase II: Adams, Jefferson, Madison, Jackson, Taylor and Fillmore Streets were bid and materials are being ordered. The contract was awarded to Imperial Electric Contractors. Construction is expected to start in about 4 – 5 weeks.

## TIFF Grant Programs

The CRA currently has 13 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 2 in the Downtown CRA Area and 11 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

## Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our recent efforts include the proposed sale of 2031 Harrison Street with restrictions, partnering with business owners on the mural project, events, promotions such as the monthly e-blast and the Artspace proposed residential project. In addition, increasing day time population via securing new office tenants is a top priority.

### Artspace Update

Staff is currently working with Artspace to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at the December CRA Board Meeting that will outline and menu the deliverables and associated expenses.

### ICSC South Florida Idea Exchange

The CRA partnered with the City of Hollywood to sponsor this important one day conference held at the Seminole Hard Rock Hotel & Casino on Thursday, November 16, 2016. The conference was specific to the Southeast Florida region, and attended by over 600 commercial real estate professionals.



## Sale of 2031 Harrison Street

The sale of 2031 Harrison Street has been delayed. The highest ranked proposer has asked for additional time to review the sales contract.

## Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 15 Certificates of Use in October:

1. C&C Affiliates, Inc., 1720 Harrison Street, Suites 6-A and 6-B (commercial property owner)
2. Fetlar, LLC, 1935 Washington Street (residential investment property owner)
3. Luis Palma, Inc. Casimiro's Sandwiches and More, 422 S. Dixie Highway (restaurant)
4. Osco Food & Service, LLC, 1948 Hollywood Blvd. (restaurant)
5. Jimmy Dash Saloiv, 301 Harrison Street (beauty salon)
6. Koffee Kult, 311 S. 21 Avenue (retail, café, coffee roasting and food processing)
7. JFT Management, Inc., 1818 S. Young Circle (commercial property owner)
8. KEM Hollywood, LLC, 2005 Tyler Street (Café)
9. Spa Overdose, 1909 Harrison Street (beauty salon and spa)
10. Miami Royal Rentals, LLC., 640 N. Dixie Highway (used car sales)
11. Lux Seven Auto Sales Corp., 640 N. Dixie Highway (used car sales)
12. 1940 Harrison Street, LLC, 1940 Harrison Street (commercial property owner)
13. Flamingo Florida 1960, LLC, 2033 Hollywood Blvd. (ice cream parlor)
14. Hollywood Beauty Salon & Threading Center, 528 B N. Dixie Hwy (Hair Salon)
15. The Sons of Rome, LLC, 2009 Harrison Street (restaurant)

## Murals / Public Art Initiatives / Creative Placemaking

A new mural by artist Georgeta Fondos was added to the Downtown Hollywood Mural Project at 2001 Van Buren Street.

## Hollyweird Halloween

The second annual Hollyweird Halloween Downtown Hollywood Block Party was a huge success, attracting over 10,000 attendees. Children enjoyed trick-or-treating, the costume contest and dancing to the DJ. Businesses expanded onto the sidewalks while live bands played on three stages. Hollywood Boulevard was closed on both the east- and westbound sides of the 1900 block this year to accommodate the increased crowds.

We are already planning for next year's event on Saturday, October 28, 2017. Mark your calendar now!



## Maintenance

**Downtown** - In October, Block By Block staff spent 52 hours on special projects, removed 181 graffiti tags from public property, collected 5,831 lbs. of litter, collected 441 palm fronds and returned 8 shopping carts to their place of origin. Additionally, 58 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

**Beach** - In October, 1,956 operational hours were clocked by beach maintenance staff. Of those hours, 1,162 were dedicated to trash removal from the beach, 55 hours were spent maintaining the restrooms and 81 hours were spent cleaning the shower areas.

## Code Enforcement

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics reflect only the CRA Enhanced level of Code Enforcement:

In October, in the Beach District, 21 on-view violations were issued, 2 complaints were addressed and 39 re-inspections were conducted. In the Downtown District, 105 on-view violations were issued, 2 complaints were addressed and 78 re-inspections were conducted.

## Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, October 2016: 4,903 passengers. The Downtown/Beach North line had 1,976 passengers, the Downtown/Beach South line had 2,481 passengers and the Beach Line had 446 passengers.

Train to Trolley shuttle ridership, October 2016: 812 passengers.



## Marketing and Visitor Services

### Social Media

Twitter: 39 new followers; Instagram: 62 new followers; Facebook: 253 new likes. Over 2,000 people showed interest in attending the Artisan Market at Artwalk.

### FAM Trips

Staff is currently working with the World Boxing Council that has planned their annual conference at the Diplomat in December. The CRA is coordinating an event that will take place in Downtown Hollywood on Tuesday, December 13, 2016.

### Visitor Services

In October, Visitor Services staff assisted 1,911 visiting guests and local residents and accommodated the needs of 125 guests arriving via Diamond Tours.

### International Visitors by County of Origin

In October we welcomed guests from 18 different countries. The number of international visitors from Canada has increased from 26.09% last month to 56.82%. We experienced a noticeable increase in the number of visitors from France:

Canada (56.82%), Argentina (11.82%), France (9.09%), Brazil (4.44%), U.K. 3.64%

### Domestic Visitors

We welcomed guests from 18 different states in October. The top states were Florida (26.09%), New York (12.50%), Maryland (7.07%) and Ohio (5.43%).

49.01% of all visitors surveyed were staying at a local hotel.

## CRA Board Meeting Results – 11/2/2016

**R-CRA-2016-41** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Special Community Redevelopment Agency Meeting Of September 28, 2016.

Result: Passed 7-0

**R-CRA-2016-42** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of October 5, 2016.

Result: Passed 7-0

**R-CRA-2016-43** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Payment Of Fees To Gray Robinson, P.A. ("Law Firm") For Legal Services In The Icon Office Building Property Matter In An Amount Not To Exceed \$150,000.00 For FY 2017.

Result: Passed 7-0

**R-CRA-2016-44** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA for Fiscal Year 2017; Revising Fiscal Year 2017 Revenues And Expenditures; And Providing An Effective Date.

Result: Passed 7-0

**R-CRA-2016-45** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2017; Revising Fiscal Year 2017 Revenues And Expenditures. And Providing An Effective Date.

Result: Passed 7-0

**R-CRA-2016-46** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Authorizing Year End Budgetary Transfer And Adjustments For The Beach District Of The CRA For Fiscal Year 2016 As Set Forth In Exhibit "A"; And Providing An Effective Date.

Result: Passed 7-0

**R-DCRA-2016-47** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing Year End Budgetary Transfers And Adjustments For The Downtown District Of The CRA For Fiscal Year 2016 As Set Forth In Exhibit "A"; And Providing An Effective Date.

Result: Passed 7-0

**R-CRA-2017-48** - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.

Result: Passed 7-0