



CRA Executive Director's Report, January 2017

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 has already begun, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Contractor is installing drainage structures and starting at the south side and moving north. Currently the contractor is working at Harding Street. The electrical contractor installed conduits at Nevada and Nebraska Streets and continues at the south side. 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

After receiving a GMP (Guaranteed Maximum Price) from Kaufman Lynn Contractors for the planned 318 space public parking garage at Nebraska/Nevada Streets, staff worked with the architect and contractor to reduce costs. The garage was redesigned and the construction cost came down. On November 2, 2016 the CRA Board directed staff to proceed with the new design. Plans were revised based on TAC comments and will be submitted for approval by the planning department.

Neighborhood and Alley Streetlighting Project

The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Street lighting was awarded to Imperial Electric (the low bid contractor). Construction commenced in mid-October and will last for 90 days. The remaining 6 blocks were also awarded to Imperial Electric (the low bid contractor) and currently the construction contract is being process with anticipated construction date starting in early 2017.

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, press releases for new businesses and the Artspace proposed residential project. In addition, working with property owners to assemble 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 an upcoming CRA Board Meeting that will outline and menu the deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 28 Certificates of Use in November and December:

November

1. Young Circle News, 1717 E. Young Circle (retail)
2. Fillmore House 1, 2038 Fillmore Street (residential investment property)
3. Taylo Land, 2039 Taylor Street (residential investment property)
4. Little Flower Catholic Church, 1805 Pierce Street (house of worship)
5. Neighborhood Auto Sales, Inc., 640 N. Dixie Highway (used car sales)
6. Bahamian Trading, LLC, 640 N. Dixie Highway (used car sales)
7. Drive Now Motors, LLC, 640 N. Dixie Highway (used car sales)
8. Hollywood Bikes Electric Bicycle Shop, LLC, 101 N. Ocean Drive #110 (retail)
9. Carlyle Management, Inc., 1906 Hollywood Blvd. (retail)
10. Kitscy Cat Shack, 2108 Tyler Street (retail)
11. Lege Alto USA, Inc., 1918 Harrison Street #111 (retail and design)
12. The Shirtery, Inc., 1512 N. Broadwalk (retail)
13. Angelo Gramanzini, 1511 N. Broadwalk (commercial investment property)
14. Awesome Deals Plus, 405 South 21st Avenue (retail)
15. Realty Café, Inc., 1657 Tyler Street (restaurant)
16. Avimar Ventures LLC, 1848 Harrison Street (restaurant)
17. AAA Triple A Cleaning & Restoration, Inc., 110 N. Dixie Hwy (office)
18. Sivaco 1560 LLC, 1951 Grant Street (interior automobile storage)

December

1. Ministerio Profectico Amigos de Israel, 701 S. 21 Avenue #2 (house of worship)
2. 115 S. 20th Avenue, LLC, 115 S. 20th Avnue (commercial investment property)
3. Sapoznik, Rachel, 3411 N. Surf Road 1-2 (residential investment property)
4. Façade and Engineering Consultants, LLC, 1930 Harrison Street #204 (office)
5. Nataliee Skincare, LLC, 2501 S. Ocean Drive (professional services)
6. House of Cruisers, LLC, 640 N. Dixie Highway (used car sales)
7. Nancy Lynk Real Estate, 601 S. Ocean Drive (office) pending approval
8. Perfect Smile Dental Spa, 117 S. 21st Avenue (office)
9. MGM Auto Group, LLC, 640 N. Dixie Hwy (used car sales)
10. One Stop Florida Realty, 1820 Harrison Street (retail sales center)

Murals / Public Art Initiatives / Creative Placemaking

Four murals are currently in development: 1922 and 1926 Tyler Street, 2014 Harrison Street and 2050 Hollywood Boulevard.

World Boxing Council

The World Boxing Council had their annual event at The Diplomat, with over 700 influential people in the boxing industry from around the world in attendance. Notable guests included Laila Ali, Evander Holyfield, Floyd Mayweather, and Don King, among many others. The CRA shuttled the group from Hollywood Beach to Downtown Hollywood for the following events:

- Welcome Reception & WBC Talent Show at the Greek Joint
- Special Showings of "Hands of Stone," the story of Roberto Duran, at Cinema Paradiso
- After Party at The American Legion Post 92
- Premiere screening of "Bleed for This" with World Champion Boxer Vinny Pazienza, whom the movie is based on, in attendance

Maintenance

Downtown - In November, Block By Block staff spent 58 hours on special projects, removed 250 graffiti tags from public property, collected 5,116 lbs. of litter, collected 463 palm fronds and returned 9 shopping carts to their place of origin. Additionally, 29 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

In December, Block By Block staff spent 52 hours on special projects, removed 191 graffiti tags from public property, collected 6,134 lbs. of litter, collected 532 palm fronds and returned 21 shopping carts to their place of origin. Additionally, 11 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In November, 1,792 operational hours were clocked by beach maintenance staff. Of those hours, 1,164 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 84 hours were spent cleaning the shower areas.

In December, 1,957 operational hours were clocked by beach maintenance staff. Of those hours, 1,573 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 93 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 November, in the Beach District, 32 on-view violations were issued, 2 complaints were addressed and 46 re-inspections were conducted. In the Downtown District, 61 on-view violations were issued, 3 complaints were addressed and 71 re-inspections were conducted.

In December, in the Beach District, 16 on-view violations were issued, 6 complaints were addressed and 23 re-inspections were conducted. In the Downtown District, 38 on-view violations were issued, 4 complaints were addressed and 45 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, November 2016: 4,242 passengers. The Downtown/Beach North line had 1,568 passengers, the Downtown/Beach South line had 2,122 passengers and the Beach Line had 552 passengers.

December 2016: 5,553 passengers. The Downtown/Beach North line had 2,017 passengers, the Downtown/Beach South line had 2,738 passengers and the Beach Line had 798 passengers.

Train to Trolley shuttle ridership, November and December 2016: 884 and 848 passengers, respectively.

Marketing and Visitor Services

Social Media

Twitter: 24 new followers; Instagram: 26 new followers; Facebook: 88 new likes.

Visitor Services

In December, Visitor Services staff assisted 2,674 visiting guests and local residents bringing the total for 2016 to 30,587 (an increase of 21.6% over 2015).

Mobile Visitor Services Bike

We utilize our Mobile Visitor Services bike along the Broadwalk to provide visitor services information about Hollywood and things to do. The bike is also featured at the Classic Car Show, every 1st Sunday of the Month in Downtown Hollywood; it's still popular for picture taking because of its one-of-a-kind design.



Leads

Visitor Services staff processed 2,387 leads in December, increasing 2016's total to 14,879. These leads are generated from requests for more information about Hollywood received via Reflections, Southern Living, Weekly Reader, Bridal Guide, AAA, FL LGBT and Undiscovered Florida.

Diamond Tours

Visitor Services staff welcomed a total of 2,149 guests arriving via Diamond Tours Inc. in 2016.

International Visitors by County of Origin

In December we welcomed guests from 21 different countries. The percentage of visitors from Canada has seen a sizeable jump to 78.75% due to the start of snowbird season. Canada 78.75%; Argentina 4.2%; Germany 2.25%; France 2%.

Domestic Visitors

We welcomed guests from 25 different states in December. The top states were Florida 35.04%; New York 9.49%; Michigan 7.30%; Illinois & Pennsylvania 3.65% each.

CRA Board Meeting Results – 12/14/2016

R-CRA-2016-49 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Special Community Redevelopment Agency Meeting Of November 2, 2016.

Result: Passed 5-2, Vice Chair Hernandez and Board member Callari was absent.

R-CRA-2016-50 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Expenditure Of \$86,000.00 Toward Jefferson Street Dune Renovation.

Result: Passed 5-2, Vice Chair Hernandez and Board member Callari was absent.

R-CRA-2016-51 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Expenditure Of \$400,000.00 Toward Construction Of A New Beach Maintenance Facility And Truck Wash Facility.

Result: Passed 7-0

R-CRA-2016-40 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Purchase And Sale Agreement For The Conveyance Of The Property Located At 2031 Harrison Street ("Property"), To The Highest Ranked Proposer, A Joint Venture Between Inwood Properties, LLC And Buro Group, LLC For \$1,150,000.00.

Result: Passed 5-2, Vice Chair Hernandez and Board member Callari opposed.

R-CRA-2016-52 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue The Attached Blanket Purchase Orders Between Santana Pressure Cleaning Services, Inc. And The CRA For Pressure Cleaning Services For An Estimated Annual Expenditure Of \$223,755.00.

Result: Passed 7-0.

R-CRA-2016-53 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Property Improvement Program Grant ("PIP") Agreement Between The CRA And The Wave Condominium Association, Inc. For On-Site Improvements To Property Located At 2501 S. Ocean Drive (The Wave) In An Amount Not To Exceed \$50,000.00; And Providing An Effective Dates.

Result: Passed 7-0

R-CRA-2016-54 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Ranking Construction Management At Risk Firms And Authorizing The Appropriate CRA Officials To Enter Into An Agreement With The Highest Ranked Firm To Perform Construction Management At Risk Services For Hollywood Downtown And Beach Improvements.

Result: Passed 6-1, Vice Chair Hernandez opposed.

R-CRA-2016-54 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute The Attached Purchase And Sale Agreement Between Pinnacle At Peacefield, LLC And The CRA For The Development Of An Affordable Senior Housing Project On Adams Street; Authorizing The Contribution Of One Hundred And Forty-Four Thousand Dollars (\$144,000.00) To The City Of Hollywood To Partially Fund The Local Government Contribution To Pinnacle At Peacefield, Ltd In Connection To Said Development; And Further Authorizing The Transfer Of Funds In The Amount Of \$144,000.00 From Account Number 63.0100.16811.552.006301 (Underground Phase 3 Oklahoma To New Mexico) To An Account To Be Established.

Result: Passed 7-0