



*See Life. See Opportunities.*

**Downtown Hollywood:**  
**From Investment to Performance**  
*Building on the Foundation*

Joann Hussey, Director  
Office of Communications,  
Marketing & Economic Development

# Downtown Hollywood: From Investment to Performance

Residential Growth Translating to Retail Opportunity

677 Units Absorbed in Past 12 Months

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# of Units Downtown

**5,839**

Population within 2 Miles

**85,741**

Average Household Income

**\$74,290**

Average Rent/Unit

**\$2,444**

# of Households

**39,315**

Consumer Spending

**\$992.9M**

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Hollywood Heights  
**90.7% Leased**



NINE Hollywood  
**88.2% Leased**



1818 Park  
**97.4% Leased**



Hollywood East Apartments  
**89.1% Leased**



University Station  
**100% Leased**



The Bread Building  
**34.8% Leased**



# Downtown Hollywood: From Investment to Performance

New in Downtown



**Bagels & CO**  
@ The Tropic  
303 S. Federal  
Highway  
**2026**

**Buriram Thai  
Street Food**  
2051 Hollywood  
Boulevard  
**2025**

**Garden of  
Soulfood**  
1824 Harrison  
Street  
**2026**

**Vanilla Café**  
1810 S. Young  
Circle  
**2025**

**CKO  
Kickboxing**  
2000 Harrison  
Street  
**2021**

# Downtown Hollywood: From Investment to Performance

Building on the Foundation

**Over the past several years, we've strengthened Downtown through:**

- Streetscape and public realm
- Mixed-use residential development
- Façade and property improvements

**Today, we are building on that momentum by:**

- Accelerating vacancy reductions
- Increasing foot traffic
- Strategically recruiting retail

# Six-Point Action Plan for Downtown Hollywood

Data & Market  
Intelligence

Technology &  
Digital Tools

Campaign &  
Content  
Creation

Regulatory  
Improvements

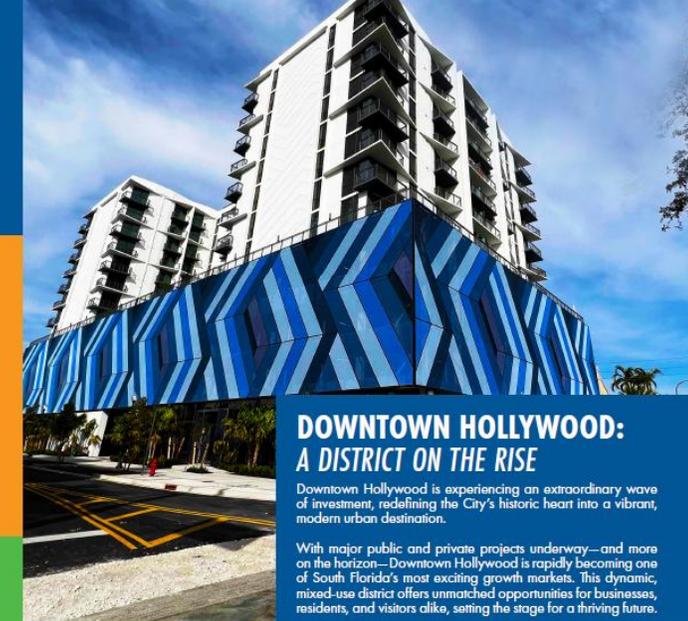
Broker /  
Consultant  
Engagement

Business &  
Property  
Owner Support

# Downtown Hollywood: From Investment to Performance

## How We Are Driving Downtown Performance

- Data-driven retail targeting
- Harnessing technology and expanding direct outreach
- Strategic Marketing to increase foot traffic
- Streamlining Regulations for faster approvals
- Engaging and supporting property & business owners



**DOWNTOWN HOLLYWOOD:  
A DISTRICT ON THE RISE**

Downtown Hollywood is experiencing an extraordinary wave of investment, redefining the City's historic heart into a vibrant, modern urban destination.

With major public and private projects underway—and more on the horizon—Downtown Hollywood is rapidly becoming one of South Florida's most exciting growth markets. This dynamic, mixed-use district offers unmatched opportunities for businesses, residents, and visitors alike, setting the stage for a thriving future.

**WHY DOWNTOWN HOLLYWOOD:**  
Downtown Hollywood is within a Regional Activity Center—offering strong transit access, major infrastructure investment, and a growing residential base. Its prime location ensures easy connectivity to I-95, Federal Highway, Tri-Rail, Fort Lauderdale–Hollywood International Airport, Port Everglades, and Hollywood Beach, making it one of South Florida's most accessible and desirable destinations.

**What's fueling the momentum:**

- Surging residential demand and population growth
- Walkable urban core anchored by ArtsPark at Young Circle
- Catalytic public-private partnerships and civic investment
- A dynamic mix of residential, office, retail, hospitality, and cultural spaces

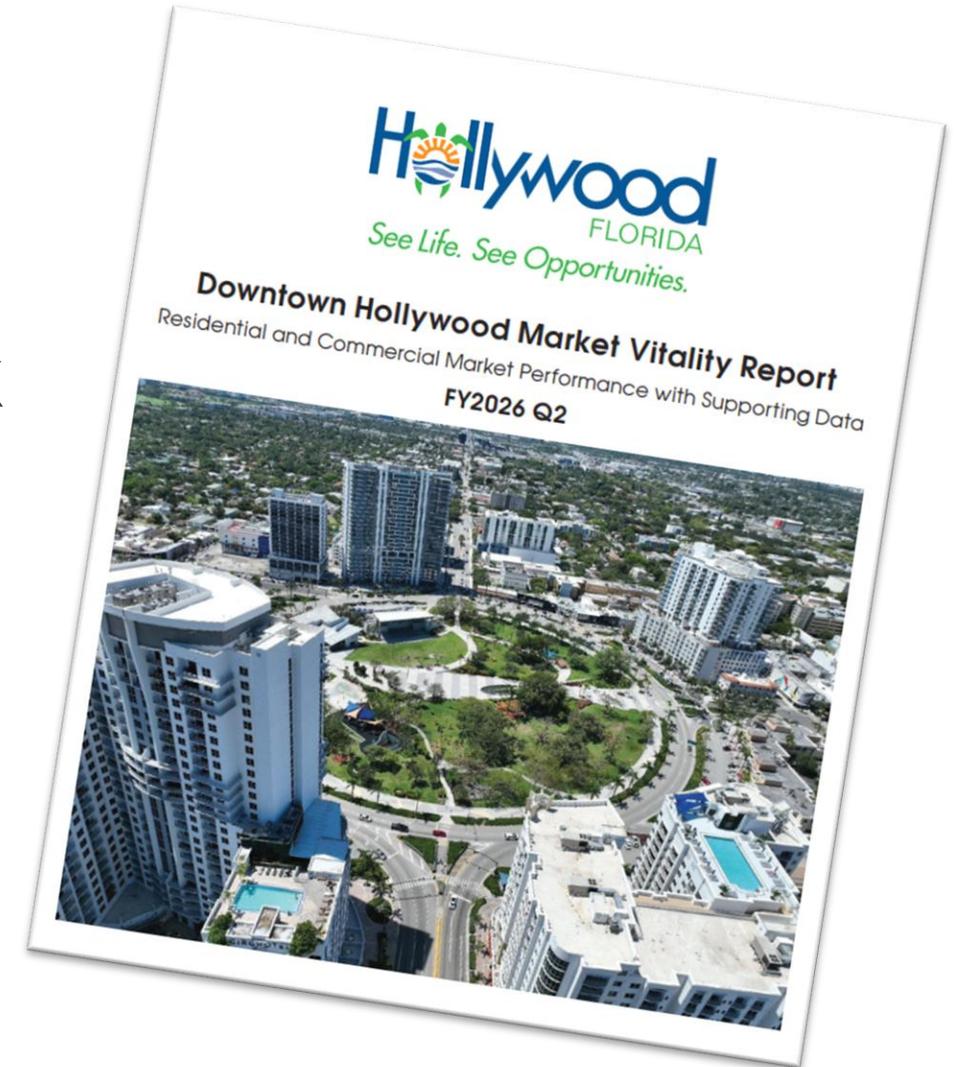
Downtown Hollywood isn't just emerging—it's transforming into a premier destination.

# Downtown Hollywood: Market Snapshot & Activation Data

## Where We Stand Today

- Quarterly Market Vitality Report complete
- Ground floor occupancy: **77%**
- Current foot traffic (Placer.AI baseline): **156K**
  - number of monthly unique visitors spending at least 10 minutes in Downtown
- Downtown business inventory update underway
  - Points of contact + hours of operation being compiled

**Purpose:** Align recruitment and marketing with real-world data



# Customer Attraction & Retail Recruitment Campaign

Driving Foot Traffic + Tenant Retail

## Customer Attraction

- Videos highlighting downtown story
- Event and lifestyle promotion
- Dedicated “Visit Downtown” webpage
- Website redesign launching with CRA integration

## Tenant Recruitment

- Targeted digital ads
- Broker-facing marketing materials
- Vacancy promotion support
- Geofencing campaign launched

**Ads Placed and Live**

# Window Covering Program

- Updated downtown window wrap initiative
- Branded treatment for vacant storefronts
- Improves visual continuity
- Reduces perception of vacancy
- Signals active leasing effort

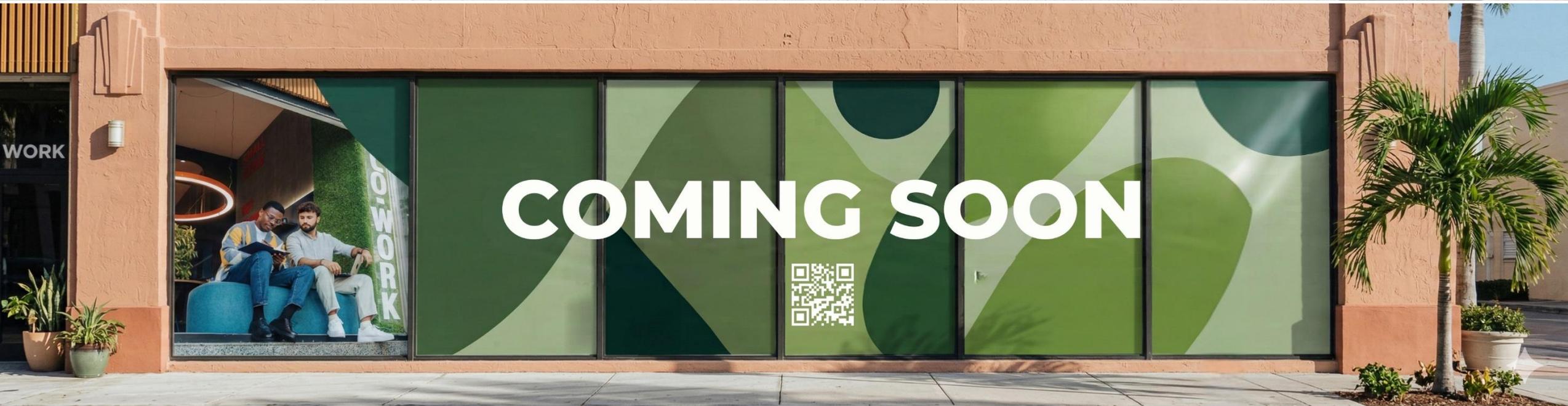




\*monthly visits

**150,000 PEOPLE SAW THIS\***

Come Here to Succeed 



**COMING SOON**





**NOW LEASING**



**DISCOVER DOWNTOWN**



HOLLYWOOD, FL



# Regulatory Improvements

- Accela Phase II Launch
- Citywide Professional Answering and Informational Service
- Review of Current Zoning, Land Use and Code to Remove Growth Barriers
- Liaison for stalled building permits
- Update Citywide Property Improvement Program



**RFP-353-26-JJ**

Citywide Professional  
Answering and  
Informational  
Services



# Direct Outreach & Business Support

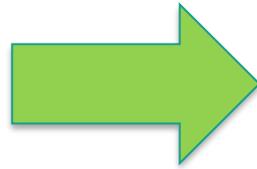
## On-the-Ground Activation

### Business & Property Owner Engagement

- Door-to-door outreach to new residents
- Downtown marketing piece with incentive coupon
- Direct engagement with property owners
- Connecting prospective tenants to available spaces



# Retail Recruitment Partner



retail strategies

## Market Intelligence

- Trade area + leakage analysis
- Business category targeting
- Priority property catalog

## Active Recruitment

- Direct outreach to expansion-ready brands
- Site visits + property owner introductions

## Policy & Owner Engagement

- Regulatory barrier review
- Bi-annual property owner roundtables

# Performance Measures & Next Steps

## How We Will Measure Success

- Monitoring ground-floor vacancy trends
- Growth in foot traffic vs. baseline
- Improved CU processing timelines
- Retail Openings

## Immediate Next Steps

- Work with Retail Strategies
- Complete Downtown Business Inventory Audit
- Secure participation from businesses for new resident incentive
- Build/launch dedicated Downtown webpage
- Host property owner roundtable



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# Hollywood FLORIDA

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## Questions?