



CRA Executive Director's Report, September 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

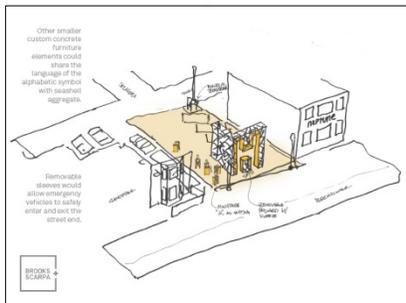
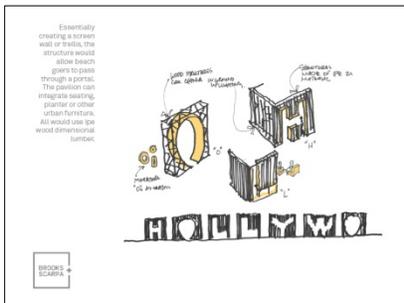
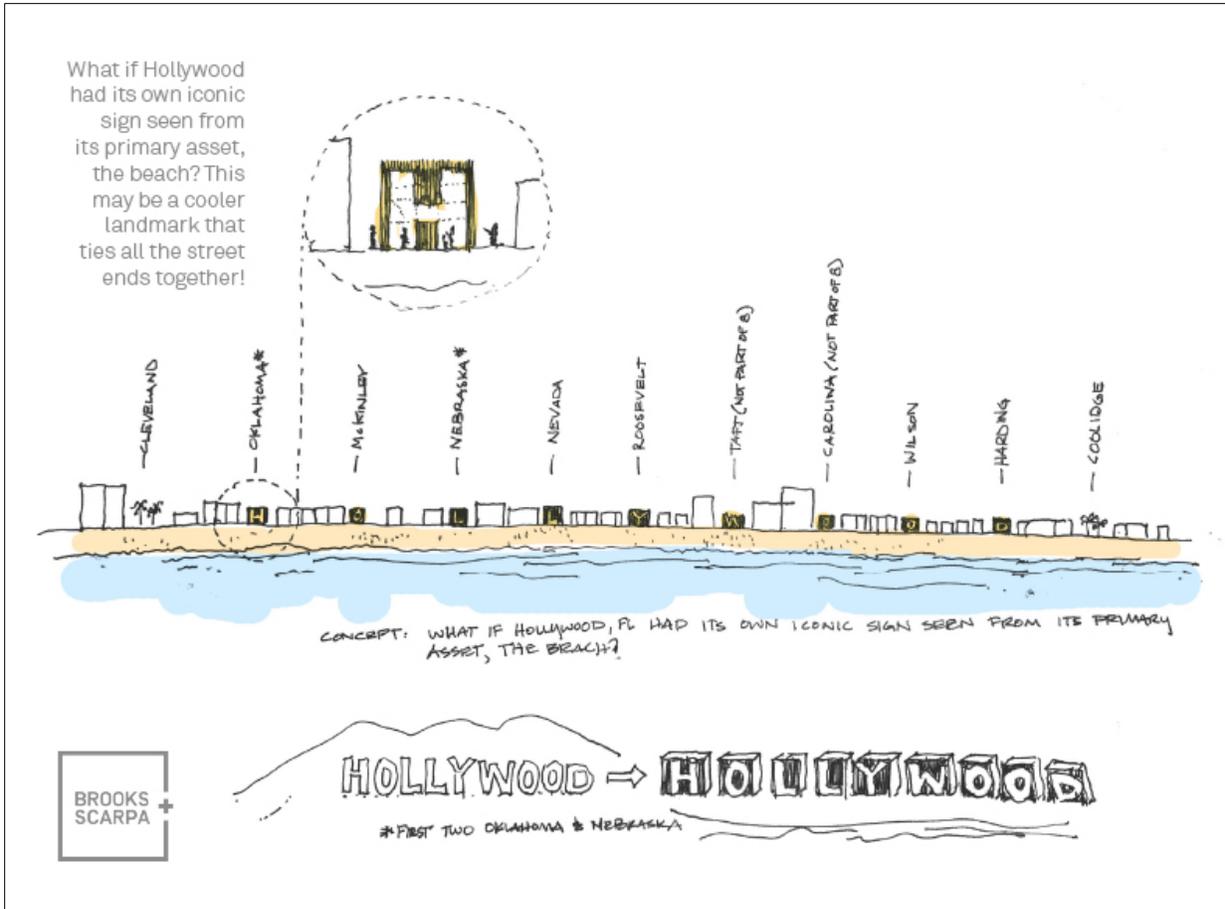
Phase III

- **Underground Utilities and Streetscape Beautification - Oklahoma to New Mexico Streets**

Oklahoma and McKinley Street roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street and currently Roosevelt Street construction is underway. The streetend at Oklahoma Street was scheduled to be constructed this month but it was put on hold in attempt to work out parking details for the building located on the south side of the streetend. At Roosevelt Street, the contractor is first constructing the sidewalks to be followed with the road reconstruction. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, and Harding Streets. Connection of the private properties to the underground system was completed, starting at Nevada and Nebraska Streets. These streets were the first to be undergrounded in order to facilitate the construction of the proposed parking garage. Currently FPL needs to energize the new underground system for the Nevada and Nebraska loop. Once this work is completed the overhead wires will be removed. Contractor completed installation of drainage basins in all the streets except for Carolina Street which will be completed in the coming month. Directional boring is completed for Oklahoma and McKinley Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

- **Streetend Conceptual Framework Design**

Brooks+Scarpa Architects is one of the architectural firms selected through the RFQ process and was asked to provide a conceptual framework for 9 streetend designs part of the Phase III Undergrounding of Overhead Utilities and Streetscape Beautification. The design will be explored further through some temporary mock-ups over the next several weeks. CRA Board members will be advised when the mock-up is completed for their input. The local student chapter of the American Institute of Architects will be assisting in the mock up.



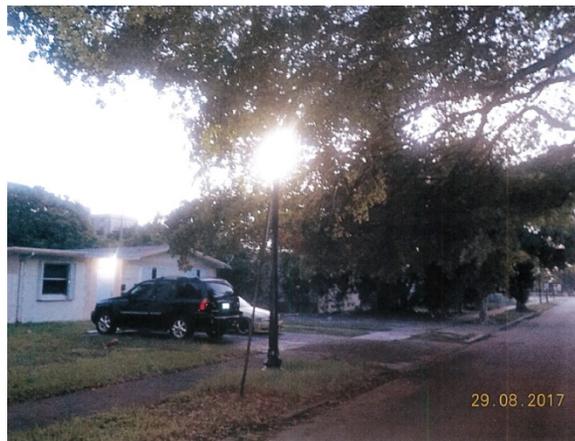
Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage
 Plans are being revised to address comments received from the building department. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and was approved at the July 3, 2017 CRA Board meeting. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. The CM@Risk will be prepared and processed prior to commencing construction. The first kick off meeting with City Staff, CRA, Contractor, and the Architect was on August 31, 2017.

Hollywood Boulevard Streetscape Project

Construction commenced with directional boring. Directional boring involved the placement of conduits for electric supply lines and for wiring the CCTV cameras. Directional boring work is approximately 75% completed to be followed with installation of the camera poles. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the business along the corridor with the upcoming construction in an attempt to avoid conflict and hardship to the business. Burkhardt and CRA Staff will present an update to the DHBA on September 7, 2017.

Neighborhood Street Lighting Project

The contractor installed poles and fixtures at Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. The contractor restored sidewalks and sod in the streets where the poles already installed. The streets selected were coordinated with input from the CRA and Police Department. Pierce, Buchanan, Taylor, Jackson and Adams Streets were completed in Phase I. FPL was requested to provide service and once FPL provides the power the street light system will be turned on.



A1A Streetscape

FDOT bid out a portion of this project. Overall the low bid came in \$1.5M higher than FDOT estimated and the CRA portion was approximately \$500K higher than the original amount. Construction will commence in few months and will last about 18 months. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. The CRA portion of the project includes the undergrounding of overhead utilities, pedestrian lighting, and installation of landscaping. CRA staff tested out paver patterns and street lighting for the A1A streetscape project and made final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

LifeGuard Towers



At the June 7th CRA Board meeting, the Board chose to move forward with “The Boomerang” design for the lifeguard towers and first aid stations on Hollywood Beach. CRA staff continues to meet with Beach Safety and Public Works staff on regular intervals. CPZ Architects is currently working on construction drawings with an estimated completion date of early October.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Park(ing) day and Downtown Parklet Pilot Program Update

On September 15-17, the CRA will be participating in International Park(ing) Day for the fourth year, showcasing its downtown parklet in front of 1906 Harrison Street (Topsy Boar Gastropub). CRA staff will be reusing the parklet from previous years with minimal modifications, maximizing sustainability and cost of the parklet.

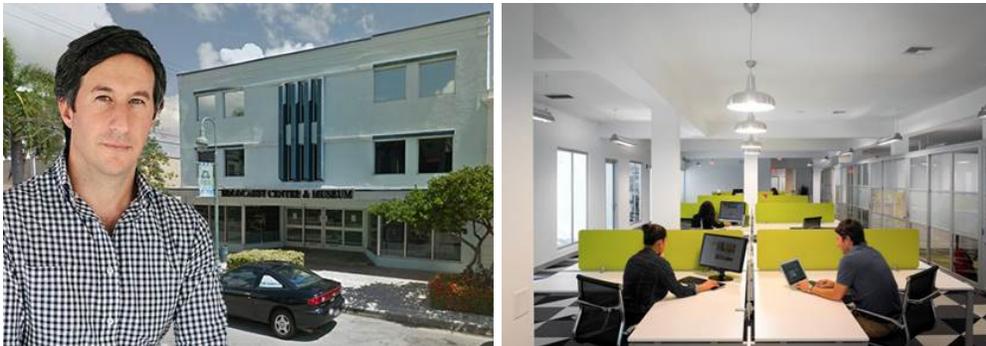


CRA Staff put out a request for letters of interest from restaurants within the downtown core that would be interested in participating in a parklet pilot program. Staff contacted businesses by email, mail, phone, and held a public workshop for any interested businesses. Letters were due May 23, 2017, and received eight (8) letters of interest. Staff is currently working with city staff on the details of a pilot program that proposes to extend the availability of the parklet in this location for 1-2 months, as well as evaluating other locations based on letters of interest as the pilot program comes to fruition.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown 's economic growth, cultural vibrancy, and resiliency.

Our recent efforts include the sale of 2031 Harrison Street with restrictions, to Inwood Properties, LLC and Buro, LLC. The closing date was August 14, 2017. The sale amount was \$1,150,000.00. The owner/tenant, Buro, currently operates five South Florida shared workspace locations (Midtown, SoBe, MiMo, the Grove, and South Beach).



Staff is delighted to announce that 2020 Harrison Street was recently leased to RMS International. RMS International is a toy design and fabrication company that offers a wide range of projects. RMS will be relocating their current domestic office in Doral (Miami-Dade), along with 30 employees to 2020 Harrison Street.

New restaurants slated to open include Krakatoa, Indonesian cuisine; Patty Mac's, Mac & Cheese & Artisan Bites; Southern Spice, American Southern; and Oaxaka, Mexican / Asian Fusion.

Artspace Update

Pursuant to the Board's request, Artspace has provided a draft Letter of Agreement for the "Predevelopment I" step of the Artspace development process.

Artspace has already completed the Preliminary Feasibility Study and the Arts Market Study. The Predevelopment I phase will determine the project location and size. It will also confirm the development's program and goals, assess the site suitability, identify contingent conditions that may need to be resolved, address the site control or acquisition agreement and provide a project status report.

CRA staff plans to bring a Resolution forth at an upcoming CRA Board Meeting that will outline the Preliminary I 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 39 Certificates of Use in June and July:

1. 321 Hayes Street, Bites By Lola Corp (office)
2. 540 S. Dixie Hwy.; Winder Investments, LLC (residential investment property)
3. 2127 Madison Street, Winder Investments, LLC (residential investment property)
4. 2123 Madison Street, Winder Investments, LLC (residential investment property)
5. 301 Harrison Street, Hollywood Beach Tower (hotel bar)
6. 328 Monroe Street, Arrangements III (residential investment property)
7. 310 Oregon Street, Fractal Services, LLC (residential investment property)
8. 2125 Hollywood Blvd., Miko Spa, Inc d/b/a Hollywood Unisex Massage & Spa (Massage & Spa)
9. 530 N. Dixie Highway, Dixie Corner, Inc. (retail)
10. 1820 S. Young Circle, Twisted Roots, LLC (retail)
11. 707 N. Broadwalk, Italian La Loconta Bristol, Inc. (restaurant)
12. 1920 Tyler Street, Southern Spice (restaurant)
13. 1855 Hollywood Boulevard, Bistro 1902 (restaurant)
14. 1937 Harrison Street, Active USA Online Store, LLC (office)
15. 3505 S. Ocean Drive, PPX Corporation (restaurant)
16. 2012 Hollywood Blvd, Preferred Choice Insurance Agency (office)
17. 315 Buchanan, 315 Buchanan LLC (residential investment property)
18. 315 Grant Street, Angelo Gramanzini (residential investment property)
19. 640 N. Dixie Hwy, CEO Autosales, LLC (car sales)
20. 640 N. Dixie Hwy, US Thirty Six Auto Group, LLC (auto sales)
21. 640 N. Dixie Hwy, Foreign and Domestic Motorsports, LLC (auto sales)

22. 640 N. Dixie Hwy, Navco Motors, LLC (auto sales)
23. 2028 Harrison Street #201, New Beginnings Therapy Center, LLC (office/service)
24. 2025 Madison Street, MTD3 Peled LLC (residential investment property)
25. 2501 S. Ocean Drive, Perugia Investment Group, LLC (office)
26. 2028 Harrison Street #106, Milov Financial Group, Inc. (office)
27. 1901 Harrison Street, 1901 Harrison Street LLC (commercial property owner)
28. 322 Oklahoma Street, Mantra Vacation Rentals (residential investment property)
29. 1820 S. Young Circle, Allure Hollywood Nails and Spa, LLC (full service salon)
30. 1904A Hollywood Boulevard, PRL (restaurant)
31. 2021 Tyler Street #103, New Wave Accounting Management, Inc. (office)
32. 750 N. Dixie Highway, Realforless Corp. (wholesale / office)
33. 2028 Harrison Street #106, Your Tax CPA (office)
34. 2028 Harrison Street #106, Marie M. Rosier, CPA, MBA, LLC d/b/a MMR CPA
35. 1713 Taylor Street, Hollywood on the Golf, LLC (residential investment property)
36. 2022 Pierce Street, Papagalos, LLC (residential investment property)
37. 640 N. Dixie Hwy, Antima Motors, LLC (auto sales)
38. 3800 S. Ocean Drive, S&F Toner d/b/a The Toner Company (office)
39. 2020 Harrison Street, RMS International (USA), Inc. (office)

Murals / Public Art Initiatives / Creative Placemaking

A new mural by artists Yuhmi Collective is currently being added to the Downtown Hollywood Mural Project on the north side of 115 N. 21st Avenue. Another new mural by artist Fabian Onrack is expected to be added in September at the gateway to Downtown on the west side of 2050 Hollywood Boulevard.

The Downtown Hollywood Signalization Cabinet wrapping project is finally complete! A total of 19 signalization cabinets were wrapped with original artwork submitted by young Hollywood artists, and selected by the Mural Review Committee.



Sophie Matozzo, Age 7
Polk Street & 19th Avenue



Julian Walker, Age 11
Tyler Street & Dixie Highway



Mikaella Santana, Age 14
19th Ave. south of Tyler St.

Parkside Pride Project

Staff has been working closely with the Parkside civic association in an effort to brand the Parkside Neighborhood. The first step was the installation of banners on Federal Highway. Other proposed initiatives include, but are not limited to, the refinishing of four monument signs located throughout the neighborhood and a crosswalk / intersection art program.



Federal Hwy Banner



Proposed Monument Sign



Proposed Crosswalk & Intersection

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

Preparations are underway for the third annual Hollyweird Halloween Block Party, taking place on Saturday, October 28th.

In addition, the CRA will be issuing an RFP for the production of a new concert series to be held in the ArtsPark. The RFP has been written and submitted to Procurement and is pending approval.

Maintenance

Downtown - In June, Block By Block staff spent 54 hours on special projects, removed 153 graffiti tags from public property, collected 4,889 lbs. of litter, collected 538 palm fronds, and returned 35 shopping carts to their place of origin. Additionally, 47 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

In July, Block By Block staff spent 98 hours on special projects, removed 141 graffiti tags from public property, collected 5,963 lbs. of litter, collected 683 palm fronds, and returned 29 shopping carts to their place of origin. Additionally, 71 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In June, 1,804 operational hours were clocked by beach maintenance staff. Of those hours, 1,117 were dedicated to trash removal from the beach, 57 hours were spent maintaining the restrooms and 87 hours were spent cleaning the shower areas. 82 graffiti tags and stickers were removed.

In July, 1,886 operational hours were clocked by beach maintenance staff. Of those hours, 1,414 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 93 hours were spent cleaning the shower areas. 47 graffiti tags and stickers were removed.

In order to provide a level of service that is expected and required, the CRA will be issuing a new RFP for clean and safe services.

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 June, in the Beach District, 57 on-view violations were issued, 8 complaints were addressed and 71 re-inspections were conducted. In the Downtown District, 110 on-view violations were issued, 8 complaints were addressed and 146 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, June and July 2017: 4,406 and 7,036 passengers respectively. The Downtown/Beach North line had 1,761 and 2,525 passengers, the Downtown/Beach South line had 1,816 and 3,498 passengers and the Beach Line had 829 and 1,013 passengers.

Train to Trolley shuttle ridership, June and July 2017: 876 and 834 passengers respectively.

Young Circle Moving Forward

CRA staff put out a Request For Qualifications for a traffic engineering consulting firm. The evaluation committee will include CRA and City staff. The oral interviews will occur during the week of October 12th, 2017 and a recommendation to rank the consultants will be brought forth for the CRA Board consideration at the November 2017 CRA Board meeting. In June 2017, CRA Executive Director met with Paul C. Maxwell, Vice President of Investments, from Regency Centers, current owner of the land where Publix is located, to discuss potential development opportunities.



Downtown Circulator

CRA staff has provided information from different vendors used in other municipalities to the COH Department of Development Services overseeing parking. CRA staff will assist the Parking Department as needed.

Marketing and Visitor Services

Social Media

Twitter: 34 new followers (total 1,597); Instagram: 57 new followers (total 1,371); Facebook: 75 new likes (total 4,649).

The Florida's Hollywood mobile app is currently in production. This application will allow guests to take tours of the murals and historical plaques. It will also allow them to customize their day with activities, food options, accommodations, events and integration with the Hollywood Trolley.

The Governor's Conference will be held at The Diplomat Beach Resort on August 28 – 30, with 850 travel professionals coming to Florida's Hollywood. We will be offering a pre-conference mural tour to attendees the Monday of the conference. We will also have a booth at the conference to welcome guests and provide information on the area.

Visitor Services

In June, Visitor Services staff assisted 1,357 visiting guests and local residents.

In July, Visitor Services staff assisted 2,017 visiting guests and local residents.

Diamond Tours Inc. Buses

Our staff greeted and welcomed:

276 visitors in June / 92 visitors in July

International Visitors by County of Origin

In June, we welcomed Guests from 14 different countries. The number of visitors from Argentina is increasing steadily. Canada 39.29%; Argentina 20.54%; Brazil 12.50%; Russia 7.14%.

In July, we welcomed Guests from 20 different countries. Surprisingly, many of our Canadian guests were from Montreal, and it was their first time here in Hollywood, Florida. Canada 42.20%; France 15.61%; Argentina 6.94%; Brazil 5.78%

Domestic Visitors

In June, we welcomed Guests from 21 different states. The top states were Florida 28.84%; New York 13.66%; NJ, TX, and NC 7.45%; California 4.97%.

In July, we welcomed Guests from 20 different states. The top states were: Florida 31.85%; New Jersey 17.04%; New York 11.85%; Texas 4.44%.

Visitors surveyed were staying at a local hotel: June, 44.98%; July, 39.87%.

Beach Visitor Information Mobile Unit

Visitor Services staff spent a total of 15.75 hours in June and 13 hours in July assisting Visitors and Locals on the Boardwalk. Due to adverse weather conditions, the unit could not be used all the time.

CRA Board Meeting Results – 7/3/2017

R-CRA-2017-22 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of June 7, 2017.

Result: Passed 7-0

R-CRA-2017-23 - 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 Operating Revenues; Revising Expenditures; And Providing An Effective Date.

Result: Passed 7-0

R-CRA-2017-24 – 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 Operating Revenues; Revising Expenditures; And Providing An Effective Date.

Result: Passed 7-0

R-CRA-2017-25 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Authorization To Proceed (“ATP”) With CPZ Architects, Inc. To Provide Professional Services For Architectural And Engineering Services For Twenty (20) Lifeguard Towers/First Aid Stations On Hollywood Beach In An Amount Not To Exceed \$106,047.00.

Result: Passed 7-0

R-CRA-2017-26 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Agreement Between Burkhardt Construction Inc. And The CRA For Hollywood Blvd Festoon Lighting, Streetscape And Closed Circuit Camera Projects Along Hollywood Boulevard From 21st Avenue To Young Circle; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$1,118,741.05.

Result: Passed 6-1. Board member Hernandez opposed.

R-CRA-2017-27 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute An Agreement Between Kaufman Lynn Construction And The CRA For Construction Of Nebraska/Nevada Street Parking Garage; Approving And Authorizing The Expenditure Of Funds In An Amount Not To Exceed \$13,109,688.00.

Result: Passed 6-1. Board member Hernandez opposed.