



CRA Executive Director's Report, March 2024

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 IV – SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends and Surf Road from Harrison Street to Magnolia Terrace

The Phase IV East-West Streets, undergrounding on SR A1A, and electrical infrastructure's Guaranteed Maximum Price (GMP), were awarded by the CRA Board on December 6, 2023. The contract is being routed for execution. It is anticipated that the CRA will issue a notice to proceed shortly.

The Construction Manager at Risk (CMAR) contractor is currently pricing Keating Park, SR A1A, and the Resurfacing, Restoration and Rehabilitation (RRR) components.

Florida Department of Transportation (FDOT) is working on the final review of SR A1A and RRR project, along with the FDOT Construction agreement and Maintenance Memorandum of Agreement (MMOA) for sharrows green paint and blue color pavement crossings.

The CRA will continue public outreach by releasing a letter to the residents within the construction project limits advising of the construction kick-off meeting. A second letter will be mailed to residents of Oregon Street and Jackson Street, affected by the harmonization component. HML Public Outreach will follow up with door-to-door visits to explain to the residents the impacts on their properties and to request right-of-entry agreements. For the residents that could not be reached, CRA will schedule individual office appointments.

The CRA has scheduled a construction kick-off meeting on February 27th at 6:00pm at the Hollywood Beach Culture and Community Center, 1301 S. Ocean Drive.

Wayfinding Signage and Gateway Markers

City of Hollywood (CRA and City staff) has issued a Solicitation. CRA and City staff will evaluate the bids received from the vendors, then return to the CRA board and City Commission, respectively, with an opinion of probable cost and the competitive bid results.

Broadwalk Access Management

After the contractor constructed six gates at five locations along the Broadwalk, an onsite coordination meeting was held to provide a training session with fire, marine safety, police, public works, and beach maintenance. The manufacturer demonstrated how to use and operate the various gates, maintenance, and operational protocols to authorized personnel. Once the training session was completed, the gates became operational.

The pavers have already been restored, and the remaining landscape will be completed soon. CRA Staff are working with the contractor on the architectural enhancement of the gates using decorative wraps, corrals, and/or additional surface treatments.

The contractor is currently working with a fabricator to design/build the decorative corrals that will go around the units.

Turtle Lighting

After the May CRA Board meeting, staff was directed to proceed with the project. Three purchase orders were initiated: the first PO was issued to the globes manufacturer, the second PO was issued to the vendor who will coat the globes, and the third PO was issued to the contractor. 325 globes were ordered and began arriving in phases at the coating facility in mid-July. Installation of the globes started in early August and was completed in early December. The electrical contractor encountered a problem replacing the ring that holds the globe to the fixture. Staff ordered 290 new rings so the installation can resume. Staff will coordinate and manage the installation of the new shield on the tri-globe lights along the eastern side of the Broadwalk. 31 fixture bases are damaged due to the environment, and staff is in the process of hiring a contractor to repair these bases. The shield covers 270 degrees of the globe and will eliminate light spills toward the beachside. Staff experimented with many variations of shields until they finally came up with a solution acceptable to Fish and Wildlife.

Hollywood Boulevard Streetscape

New Water Main

Installation of the new water main line is 80% complete. Broward County approved the partial certification of the installed system. The contractor completed the tie-ins and is in the process of scheduling the grouting and abandoning of the old line.

Phases 5 (19th and 20th Avenues between Tyler Street and Harrison Street)

S. 20th Avenue: The electrical rough-in and installation of new LED Lighting is complete. Adjustments to the irrigation system are complete. The CRA, consultant, and contractor selected the new Montgomery Palms for this segment of the project. The installation of the new picture-frame concrete sidewalks is 90% complete.

N. 19th Avenue: on February 2nd, 2024, the contractor set up MOT and began the demolition of the existing sidewalk. The electrical and irrigation rough-in is ongoing. Replanting of existing Medjool Palms is complete. The contractor began the installation of the new LED Lights.



S. 20th Avenue: Tree tagging, lighting installation, and picture-frame sidewalks



N. 19th Avenue: MOT and demolition

Two Week Look Ahead

- S. 20th Avenue:
 - Continue forming and pouring new picture-frame concrete sidewalks
 - Install new landscape
 - Install flexi-pave in landscape areas.
- N. 19th Avenue:
 - Continue demolition of existing sidewalk
 - Continue removal of existing light poles
 - Continue roughing in electrical
 - Continue roughing in irrigation
 - Excavate and grade the sidewalk area
 - Form and pour new picture-frame concrete sidewalks

Project Communication and Outreach

Hollywood Blvd. Streetscape Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: www.hollywoodcra.org/streetscape
- Burkhardt Construction project Website: hollywoodboulevardstreetscapesproject.com
- Weekly eblast update to stakeholders
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 781-0888
- General's Contractor's e-mail: adam@burkhardtconstruction.com
- The ninth "Coffee with the Crew" was held on February 22 at 1903 Hollywood Blvd.



"Coffee with the Crew" Nine – February 22nd at 1903 Hollywood Blvd.

Tyler Street Streetscape

On November 10, 2021, the CRA submitted a grant application to the Broward MPO for CSLIP Cycle 6. The Broward MPO Board approved the ranking of CSLIP Cycle 6 in early February 2022, with the project ranking #2. See grant section for further details.

Tyler Street Demonstration Project from 21st to 20th Avenue

On February 7, 2024, the CRA Board approved a funding agreement between the CRA and Downtown Hollywood Holdings, LLC. to improve the south side of Tyler Street between 21st and 20th Avenue following the new vision for this corridor. Improvements will include:

- New picture-frame concrete sidewalks
- Curbed landscape islands
- Improved landscape
- Decorative tree grates
- New LED lighting
- Resurfacing of the roadway

Downtown Avenues Improvements

Bermello Ajamil & Partners has been selected as the consultant to develop conceptual designs to improve the ROW conditions of 20th and 19th Avenues between Buchanan Street and Jefferson Street to enhance pedestrian connectivity and access to the downtown core. The consultant will explore opportunities to improve pedestrian-scale lighting, incorporate landscape within swale areas, and accommodate on-street parking where feasible. The CRA is also working with the City's Engineering Division to restore damaged sidewalks and address ADA accessibility along sidewalks and curb ramps.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

All poles have been installed. The contractor has completed all trench excavation and conduit placement related to the undergrounding portion of the work. All private property conduits have been installed.

Current Activities/Project Status:

- Light pole installation is complete.
- All planters and tree grates are installed, and Montgomery palms have been planted on the west side. Next week, planting will begin on the east side, starting at Sheridan Street and moving south.
- All franchise utility infrastructure PVC CONDUITS has been installed.
- All transformers have been installed along the SR A1A, private locations, and City easement locations. Several large Vista switches require the construction of islands on City ROW, which have been installed, and restoration work is in progress.
- Comcast is currently pulling wires from the main line to the private service locations.
- ATT has completed 80% of the main wiring installed.
- Garfield Street signal mast arm has been installed. Waiting for FPL meter and electrical service.
- Pedestrian lighting in the corridor has been completed. Waiting for FPL meter and electrical service.
- Paver installation has been completed on the west. Restoration of damaged pavers on the east side is progressing. Work has been completed up to McKinley Street.
- The underground service switchover will begin after all FPL equipment and cables are completed.
- All banner arms installed.

Two-Week Look Ahead

- Continue paver restoration due south.
- Irrigation installation for the tree pits on the east side continues.
- Final equipment installation and cable termination for FP&L.
- Comcast and AT&T will continue to serve wiring installation.

Project Communication and Outreach

Complete Street Construction Activities communication outreach is as follows:

- Hollywood CRA's Website: www.hollywoodcra.org/CivicAlerts.aspx?AID=228
- Burkhardt Construction project Website: www.burkhardtconstruction.com/A1Acompletestreets
- Hollywood Beach Civic Associations' e-mail database
- Hollywood Beach Business Associations' e-mail database
- Door to door flyer distribution for critical coordination elements
- 24/7 phone contact information: (561) 659-1400
- General's Contractor's e-mail: adam@burkhardtconstruction.com

Paint Maintenance Program

The scope of work includes painting barrier island furnishings, bike symbols, crosswalk markings at Broadwalk, the Broadwalk knee wall, and touching up and repainting First Aid and Lifeguard Stations. All metal furnishings have been touched up or repainted. All metal furnishings along the Broadwalk have been touched up or repainted.

Lifeguard Towers and First Aid Station Maintenance status:

The paint program continues. All Stations will be painted by June 2024.

PAINT STATUS		PROPOSED SCHEDULE	
List of Units	Date Completed	List of Units	Est. Completion
Lifeguard Towers		Lifeguard Towers	
Garfield Street	2/12/2023	Sherman Street	5/15/2024
Grant Street	3/13/2023	Taft Street	3/28/2024
Nebraska Street	4/7/2023	Johnson Street	2/27/2024
Harding Street	5/20/2023	Arizona Street	3/8/2024
Fillmore Street	6/28/2023	Virginia Street	4/5/2024
Diplomat Hotel	12/1/2023	Madison Street	4/26/2025
First Aid Stations		Eucalyptus Ter	1/15/2024
Cleveland Street	3/27/2023	Iris Terrace	12/30/2023
Hollywood Blvd	8/10/2023	Ocean Palms	12/15/2023
Liberty Street	8/30/2023	First Aid Stations	
Magnolia Ter	11/9/2023	Michigan Street	2/16/2024
		Azalea Ter	1/31/2024



Linear Park Walk/Resiliency Area

FDOT pump design is entering the 80% design phase. Two of the four pumps are in Azalea Terrace and Van Buren Street. FDOT proposed pump improvements are limited to a selected number of streets based on the pump location and proposed capacity of the pump.

FDOT consultant permit review with multiple agencies is underway, followed by maintenance agreement coordination with the City. PU/CRA reached out to FDOT to initiate

the outflow/Wapro inspections and coordinate potential partnerships for improvements to the FDOT outfalls and I&I.

Pedestrian Crossings

Design: The traffic signal designs at Carolina Street and Scott Street, including the structural foundations, are complete.

Permitting: CRA signal Maintenance Memorandum of Agreement was presented to the City Commission on January 16, 2024. As soon as the agreement is executed, the permit approval process will resume.

Burkhardt Construction Inc. has submitted a cost proposal for the installation of the Carolina Street signal, and the Oceanside Marina developer has agreed to reimburse the CRA 50% of the cost of the signal installation.

CRA is preparing to present the Carolina Street signal installation change order at the February Board Meeting. The intention is to build the crossing under the Complete Street construction project.

Stormwater Pump Stations along the A1A Corridor

FDOT awarded the design of the four pump stations along SR A1A in August 2022. The Consultant has completed the design of the pump stations and is working to secure multi-agency permits.

FDOT Bids are anticipated to be released in April 2024, and construction is anticipated to begin in Fall 2024.

The FDOT pump stations' proposed locations are at Franklin Street, Sherman Street, Van Buren Street, and Bouganvilla Terrace. Additional funding for the construction of the CRA pump stations has been requested from FDOT. A resolution authorizing the additional funding was presented and approved at the February Board meeting.

The CRA and the City of Hollywood Department of Public Utilities have been collaborating on identifying means to improve the flooding conditions on the Phase IV corridor based on the Department of Public Utilities' drainage master plan model.

In order to address the additional Phase IV drainage basins, Public Utilities, in collaboration with the CRA, has retained a consultant to prepare a basis of design analysis required for drainage improvements between Hollywood Boulevard and Iris Terrace, including for the analysis, design, permitting of a stormwater pump station serving the area from Daffodil Terrace to Iris Terrace. Design began in December 2023.

Nearshore Underwater Mermaid Artificial Coral Reefs

Currently, staff is coordinating the contract execution. The project went in front of the CRA Board at the October CRA Board meeting, and it was approved. CRA Staff is working on a series of nearshore Mermaid modules; 48 concrete nearshore coral reef modules are proposed at four locations accessible to divers and nearshore snorkelers: two locations offshore of North Beach Park, one offshore of Azalea Terrace, and one offshore of Keating Park at Magnolia Terrace. Permitting was obtained through the Florida Department of

Environmental Protection, the USA Army Corps of Engineers, and Florida Fish and Wildlife Conservation. Deployment would be expected in the summer of 2024.

Broadwalk LED Wall Lights

After the electrical system was completed, Fish and Wildlife tested the entire LED system. Fish and Wildlife requested to change the wavelength, and currently, staff is experimenting with various options. The contractor completed the work on the electrical portion of the project and the replacement of the damaged precast panels. The CRA Board awarded this project at the November 2022 meeting. Burkhardt Construction Company was selected to construct this project.

The project, which extends for the entire wall along the Broadwalk from Georgia Street to Sherman Street, consists of replacing the damaged original lights with new UL-approved light fixtures using the existing conduits. The lights were placed inside the wall using an access panel from the back of the wall. The lights can be programmed for different colors. In addition, precast panels for the knee wall will be replaced as required due to the construction of this project.

Keating Park

CRA staff is currently working with the Consultant to coordinate the responses to comments they have received from the various permitting agencies.

It is anticipated that the Florida Fish and Wildlife, Florida Department of Environmental Protection, Broward County, and City of Hollywood permit approvals will be completed in the next few months. Once we have a permitted set of drawings, CRA, City Staff, and the Consultant will discuss which method of bidding the Project out would be the most efficient. Staff will return to the Board with contractor rankings and selection.

The Project will include renovating the existing restroom facility, new standing seam metal roofs over the pavilions, structural renovations, educational signage and ecological components, a new Dog Park, and the overall Keating Park Masterplan.

CRA and City Staff are working with a consultant to reapply for the grant application; It is anticipated that the grant will be submitted at the end of January 2024.

Young Circle Design Phase II

CRA and their Consultants, Marlin Engineering and Toole Design Group, are awaiting FDOT / City of Hollywood approval on roadway design for Block 57 and Block 58 prior to proceeding with the Young Circle traffic improvement design; Staff looks forward to collaborating with the new District Four Secretary on this endeavor.

Grant Programs – HIP, PIP and POP

The CRA currently has 2 HIP, 51 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 28 in the Downtown CRA area and 27 in the Beach CRA area, ranging from serious inquiry and application to completion of construction and applicants in the reimbursement process. Virtual Pre-Application Workshops for March will be held on Monday, March 11, 2024 and Monday, March 25, 2024 at 5:00 pm.

1857 Madison Street – Glades Capital LLC

Owners of 1857 Madison Street completed a PIP Grant; the comprehensive improvements to the property included new exterior painting and stucco, new impact windows and doors, and new roof.



1857 Madison Street Before & After Improvements

Grant Development Program – CRA Improvement Projects

The CRA and the consultant, RMPK, are identifying grants for the CRA to pursue.

Since October 2022, the CRA has applied for the following grants:

Coastal Road Resiliency Florida Grant: Phase IV East / West Streets

A \$24.4 M with a 50% match (\$12.2M) grant was awarded to the City/CRA to complete the Phase IV E/W streets resiliency project along the 18 City Streets from Harrison Street to Magnolia Terrace, as per CRA's construction documents.

The Grant Kick-off meeting was on August 1, 2023. The initial welcome packet and contact information have been submitted to the state as required. The first FDEP site visit is scheduled for the first week of September.

Coastal Roadway Resiliency Project contract was executed in December 2023.

The House Appropriations Committee: Community Project Funding (CPF)

Applied for a grant to the Phase IV East West resiliency efforts. The grant could award up to \$400K in CPF. All documentation was submitted and supported by Congresswoman Debbie Wasserman Schultz. We are waiting to hear the final decision. The NEPA report is being finalized.

Land Water Conservation Fund Program: Keating Park Improvements

Supporting initiatives to conserve irreplaceable lands and improve outdoor recreation opportunities. Keating Park Improvements was submitted as a fit for this grant. The maximum amount is \$1.5M. The grant requires a 50% match.

CRA and City Staff are working with a consultant to reapply for the grant application. A series of preliminary documents were requested and submitted for FDEP review; the CRA and city staff are awaiting comments from FDEP; once we are given clearance, we will

resubmit the grant application and await a status update. It is anticipated that the grant will be submitted in January 2024.

Recreational Trails Program (RTP) grant: Beachwalk Extension Project

Supporting efforts to secure a Recreational Trail(s) that will greatly benefit our community. The CRA is coordinating discussions of the 2023 grant application in the amount of \$500,000 for the improvements to the Beachwalk Extension Project.

FDEP State Water-Quality Assistance Grant: Hollywood Boulevard Streetscape

On December 29, 2022, the CRA submitted a grant application to the Florida Department of Environmental Protection for a State Water-Quality Assistance Grant administered through the Nonpoint Source Management Program. The program's primary goal is to reduce and control water pollution from nonpoint sources, such as stormwater.

The Project proposes using PaveDrain permeable pavers before inlets, which should effectively reduce the amount of pollutant load being discharged into the stormwater system, therefore, making the Project a potential candidate for this grant.

In April 2023, The Department completed the review and evaluation of the grant applications, but unfortunately, the Hollywood Blvd. Streetscape project was not selected for grand funding this cycle. The Department will keep the grant application under consideration for possible funding in the next cycle.

CRA Staff Grant Acquisitions

CRA Staff, along with other consultants, continually makes efforts to apply for grant funding through federal, state, and local sources to assist in funding capital improvement projects.

Broward MPO CSLIP Cycle 6: Tyler Street Streetscape

On November 10, 2021, the CRA submitted a grant application to the Broward MPO for CSLIP Cycle 6. The Broward MPO Board approved the ranking of CSLIP Cycle 6 in early February 2022, with the project ranking #2.

On January 6, 2023, the City and CRA received a letter of the award through the CSLIP Cycle 6 program. As a result, the Project is incorporated in FDOT's Five-Year Work Program, with funding for Preliminary Engineering expected in FY 2028.

Redevelopment, Recruitment, Retention, Expansion & Private Investment

The CRA and the City of Hollywood Department of Communications, Marketing and Economic Development (CMED):

- Meet once a month, or as needed, and maintain ongoing communications.
- Work closely with private property owners to secure new quality tenants and redevelopment projects.
- Coordinate media buy for redevelopment outreach, and placement of organic social media posts.

- Coordinate initiatives and co-sponsor redevelopment, retail recruitment and economic development programs with organizations including ICSC, ULI, Bisnow, and others.
- Combine resources and initiatives when appropriate.
 - In the process of evaluating additional redevelopment sponsorship opportunities
 - Share CoStar services to track redevelopment trends and obtain statistics

Staff also continues to:

- Work with developers to increase interest and investment on the Beach and in Downtown Hollywood.
- Makes every effort to work with tenants who have recently signed leases and have not yet opened.
- Connect prospective tenants to property owners and brokers that represent available properties.
- Engage property owners to discuss their needs and concerns regarding redevelopment, tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking rates for tenants.

In coordination with the Division of Parking, CRA Staff renewed the Blanket Purchase Agreement for the public valet program located on Hollywood Boulevard.

Redevelopment projects, quality food and beverage establishments, entertainment venues, experiential business models, and office continue to be a priority; however, staff also supports the role of arts, culture, and creativity, as we believe it is essential to eliminate slum and blight; and redevelop the Beach and Downtown CRA Districts.

Certificates of Use and Live Music Extended Hours Licenses

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed 9 CU Applications in January 2024.

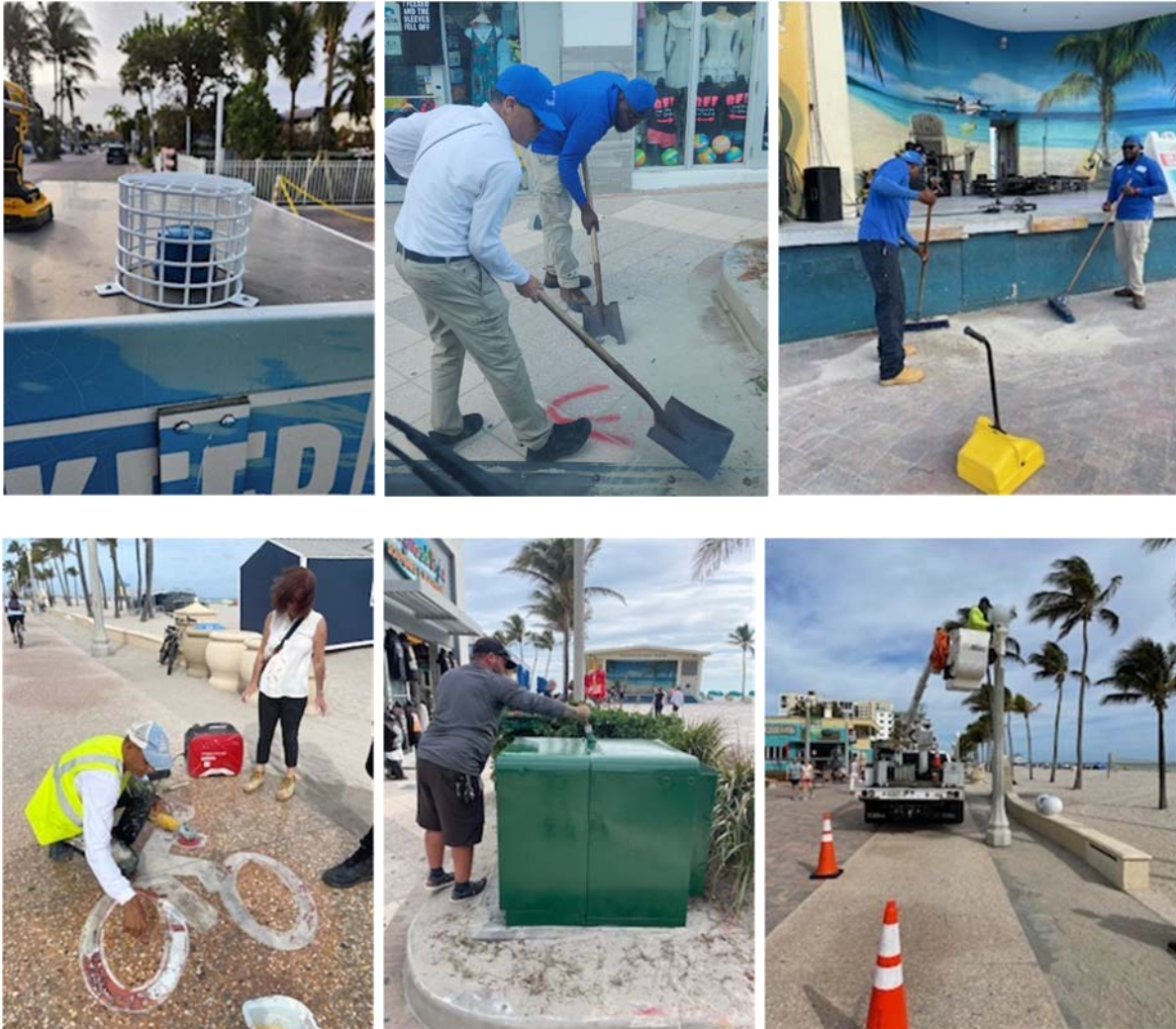
1. Beauty Concept Miami, Inc., 2028 Harrison St. #206 (personal services)
2. Spice Club LLC dba Spice Resto Lounge, 1934 Hollywood Blvd. (restaurant/bar)
3. Cari-Graph Corp., 711-713 S. 21st Avenue (office)
4. Cala Ink LLC, 2001 Tyler St. #7 (art gallery with ancillary tattoo)
5. PTC Personal Enhancements LLC, 2028 Harrison St. #102 (art gallery with ancillary tattoo)
6. Catching Group Series LLC, 1822 S. Young Circle (restaurant)
7. FedEx Office, 1895 Tyler St. #102 (retail/service)
8. Freddo Hollywood LLC, 1818 Hollywood Blvd. #B2 (café)
9. Thanks to Harrison, 2001 Harrison St. (restaurant)

Maintenance

Downtown – In January, Block By Block staff removed 214 graffiti tags from public property, collected 4,935 lbs. of litter, removed 205 instances of animal/human waste, and collected 175 palm fronds off the ground. Block By Block continues to spot pressure clean the sidewalks, use the Gum Reaper to remove gum spots, and performs special projects as needed.

Beach – In January, 1,988.5 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,510.5 were dedicated to trash removal from the beach, and 84 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 20 locations.

CRA Beach Maintenance also assisted in the removal of sand from the Boardwalk; secured solar photocells from vandalism and theft; and provided assistance and oversight for painting and light repair.



Communications, Public Information, and Special Events

CRA Executive Director Jorge Camejo spoke to the Driftwood Civic Association on Tuesday, February 20th at Driftwood Middle School. The first “CRA on the Road” presentation was given to provide an update on Capital Improvement and Private Investment in Downtown Hollywood and on Hollywood Beach.



**THE CRA IS GOING
ON THE ROAD**

Tuesday, February 20, 2024 • 7:00pm
Driftwood Middle School Media Center
2751 N. 70th Terrace, Hollywood, FL 33024

Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency (CRA), will present an update on Capital Improvements and Private Investment in Downtown Hollywood and on Hollywood Beach. A Q&A session will follow the presentation. Refreshments will be provided.

**THE CRA IS GOING
ON THE ROAD**

Tuesday, February 20, 2024 • 7:00pm
Driftwood Middle School Media Center
2751 N. 70th Terrace, Hollywood, FL 33024

Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency (CRA), will present an update on Capital Improvements and Private Investment in Downtown Hollywood and on Hollywood Beach. A Q&A session will follow the presentation. Refreshments will be provided.

For more information about the Hollywood Community Redevelopment Agency, visit HollywoodCRA.org or email Lisa Lioita, Redevelopment & Operations Manager, at LLioita@hollywoodfl.org.

Mailer and social media post/e-blast

The construction kick-off meeting for the Phase IV Undergrounding and Streetscaping Project on Hollywood Beach was scheduled for Tuesday, February 27th at the Hollywood Beach Culture and Community Center, 1301 S. Ocean Drive. CRA staff worked closely with HML Public Outreach to disseminate information about the meeting to property owners and residential tenants.

PLEASE JOIN US!

Construction Kick Off Meeting:
The Hollywood Community Redevelopment Agency (CRA) is hosting a kick off meeting to discuss the construction of Phase IV Undergrounding of Overhead Utilities and Streetscape Beautification of the East-West Streets from Harrison Street to Magnolia Terrace.

When & Where:
6 p.m. Tuesday, February 27, 2024
Hollywood Beach Community Center
1301 S. Ocean Drive
Hollywood Beach, FL 33019

Learn About the Project & Ask Questions:
The project team will provide an overview of the proposed work and will be available to answer questions.

Project Start:
Spring 2024

Elevating the Roadway:
Flood improvements are targeted by raising the road profile and adding drainage inlets along all east-west streets. To complete the streetscape, it will be necessary to modify private property elevations to transition to the new raised road grades.

Harmonization:
Harmonization will be performed at no cost to the property owner. An executed agreement will be needed to allow work on private property.

Impacts To My Street:
Work will be done in stages to minimize construction-related impacts. It will be necessary to close the road at times to complete work. The contractor will work with the property owners to maintain access to properties. Electronic updates will be sent with work locations and hours.

USE YOUR PHONE CAMERA TO SCAN HERE TO VIEW THE CUSTOMER STREET DESIGN ON THE CRA'S WEBSITE

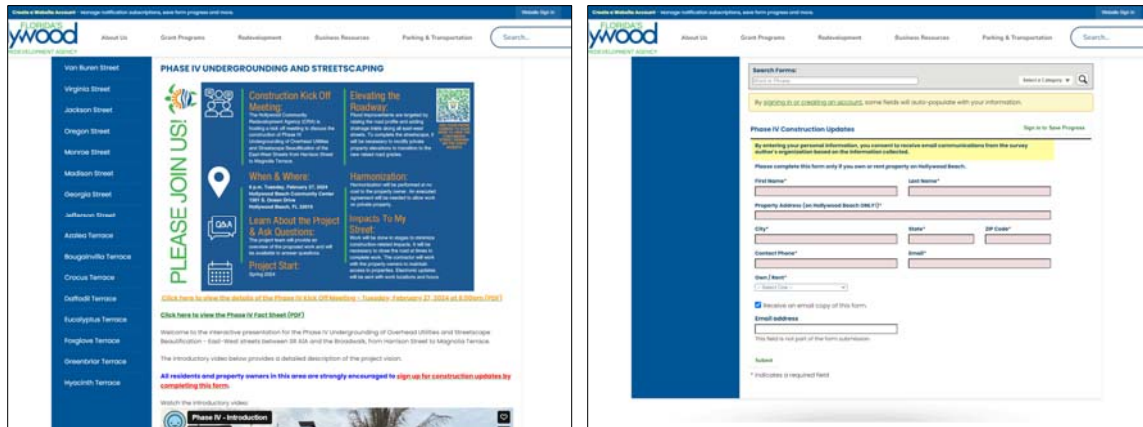
PLEASE JOIN US!

Construction Kick Off Meeting
The Hollywood Community Redevelopment Agency (CRA) is hosting a meeting to discuss the Phase IV Undergrounding of Overhead Utilities and Streetscape Beautification of the East-West Streets from Harrison Street to Magnolia Terrace Construction Project.

When & Where
Tuesday, February 27, 2024 • 6:00 pm
Hollywood Beach Community Center
1301 S. Ocean Drive, Hollywood, FL 33019

Project Details & Info: HollywoodCRA.org/PhaseIV • 954-924-2980

Mailer and social media post/e-blast



CRA website Phase IV landing page and sign-up form

The CRA continues to implement and monitor the revised Media Plan focusing on the dissemination of slum clearance and community redevelopment information.

The CRA is currently:

- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.
- Creating and maintaining databases for the Downtown Hollywood and Hollywood Beach Business Districts to increase communications and outreach to all businesses in those areas.
- Expanding our Social Media outreach to include awareness of our Valet Program, Streetscape Improvements, and assisting the affected businesses by creating organic social posts on our feeds and tagging the businesses.
- Working with HML Public Outreach to disseminate information to residents and owners regarding the Phase IV Undergrounding and Streetscaping project.

Pursuant to the change to State Statute 163 Section III, the City of Hollywood has assumed the expenses of all events and certain marketing initiatives. The CRA was advised that it could continue to fund and produce the Downtown Hollywood ArtWalk series being that it showcases and promotes redevelopment. The ArtWalk includes three walking tours that highlight Downtown capital improvement projects and private investment.

Murals / Public Art Initiatives / Creative Placemaking

There are 6 murals currently in development: 2000 Hollywood Boulevard, 1910 Hollywood Boulevard (rear alley), 1770 Monroe Street/Hollywood Central Performing Arts Center, 2030 Polk Street, 215 S. 21st Avenue, and 1909 Tyler Street.

The mural tour during the 3rd Saturday ArtWalk in February had ~70 participants.

CRA Board Meeting Results – 2/7/2024

R- CRA-2024-09 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Adoption Of The City Of Hollywood’s Travel Policy And Procedure For Application To the CRA.

- **Passed: 7-0**

R-CRA-2024-10 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Regular Meeting Of November 1, 2023.

- **Passed: 7-0**

R-CRA-2024-11 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Approving The Minutes Of The Regular CRA Meeting Of December 6, 2023.

- **Passed: 7-0**

R-CRA-2024-12 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Approve Additional Fund Participation To The Florida Department of Transportation, Increasing The Approved Amount From \$3,140,000.00 to \$4,020,208 For The State Road A1A Beach District Pump Station; Further Authorizing The CRA Executive Director To Execute All Applicable Agreements And/Or Document To Implement The Project.

- **Passed: 7-0**

R-CRA-2024-13 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Execute A Funding Agreement With Downtown Hollywood Holdings, LLC., In An Amount Up To \$741,753.00 Relating To The Tyler Street Streetscape Demonstration Project Between 21st And 20th Avenues Within The Downtown District Of the CRA.

- **Passed: 6-1** Board member Biederman opposed.

R-CRA-2024-05 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A Change Order With Burkhardt Construction, Inc. For The Installation Of A Pedestrian Crossing Mast Arm At The Intersection Of Carolina Street And State Road A1A To Increase The Contract Amount From \$12,805,794.00 To \$13,397,393.09 And Extend The Contract Completion Date; Authorizing The Appropriate CRA Officials To Execute A Development Agreement With Oceanside Marina LLC For The Reimbursement Of 50% Of The Cost Of Construction; Further Authorizing The CRA Executive Director To Execute All Applicable Agreements And Documents To Implement The Project.

- **Passed: 7-0**