



CRA Executive Director's Report, September 2018

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 - Oklahoma to New Mexico Streets

The contractor has completed construction of Missouri and Coolidge Streets and is currently working on the last missing link of Surf Road between Missouri and Liberty Streets. The contractor reconstructed both streets with new pavers, sidewalks, and undergrounding of utility lines. Currently Oklahoma, McKinley, Roosevelt, Wilson, Harding, Coolidge and Missouri Streets roads and sidewalks are completed from A1A to Surf Road. The street end at Oklahoma Street will be the first to be constructed after working out the final details with the adjacent property owners. At Missouri Street, the contractor is constructing a public bathroom at the street end adjacent to the Broadwalk. The electrical contractor has installed conduits in the right of way on most of the streets. Conduits for connection of the private properties to the underground system were completed at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. FPL energized the new underground system for the Nevada and Nebraska loop. All private properties on these two streets were hooked up to facilitate construction of the parking garage at Nevada Street. Comcast and AT&T are working on final conversion of their overhead lines to underground at Nebraska and Nevada Street which will allow placement of sheet piling at the garage site. Final streetscape for Nebraska/Nevada will be completed once the garage is substantially complete. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and the timeline for construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

The contractor installed test pile which were under pressure for 16 days. After the testing period was over, the engineer issued a report stating that the test pile failed. The failure required a change in design and retesting of the new design. After the second test, the soil engineer provided recommendations for the new pile design. The pile test failure resulted in an approximately two month delay in completing the project. As soon as the recommendations were given, the contractor commenced the installation of sheet piling. At this time $\frac{3}{4}$ of the site is surrounded by sheet piles, to be followed by installation of the piles. Installation of sheet piling will allow the contractor to dewater the site and start with the foundation. The proposed garage includes approximately 304 public parking spaces,

public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

Hollywood Boulevard Streetscape Project

The project is substantially completed. The landscape contractor completed the planting and tree replacement. The electrical contractor installed the festoon lights and energized the system. Delivery of the curtain lights has been delayed due to manufacturing issues. After meeting with the vendor and demanding compensation, the vendor agreed to compensate the CRA. Due to the existing conditions, some adjustments were made in order to resolve conflicts where the contractor encountered underground utility lines that were not located by the locating company. 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.

A1A Streetscape

One small section of pavers was installed at the east side of A1A between Fillmore and Arizona Streets. CRA staff and the consultant reviewed the layout and determined that the paver installation is acceptable. The FDOT contractor is continuing with demolition of the existing sidewalk on the east side of A1A, and has completed all of the east sidewalks. The concrete contractor is currently placing all header curb, along with the curb and gutter at the east side. Filling and grading activities have begun for those portions where the curb and gutter has been placed. Concurrent activities include placing electrical and irrigation conduits. Removal of all the landscape medians allows the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. Phase I of milling and surfacing of the road began on August 21 and will continue until the first week of September, and consists of the two northbound lanes from Hollywood Boulevard to Michigan Street, followed by Johnson Street to Sheridan Street. Construction MOT configurations have been adjusted based upon Police Department input and community feedback. Future adjustments are being coordinated with FDOT. CRA and City staff attend construction meetings with FDOT to coordinate the construction, which will last about one year. Coordination is needed since the CRA has an ongoing streetscape project along A1A and the future new parking garage project at Nevada Street. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid-out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 6 in the Downtown CRA Area and 10 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Downtown Parklet Pilot Program Update

The CRA Staff has been working with an architect and has designed a modular Parklet system which can be relocated to different business locations during the Pilot Program. The modular components were designed to be adapted to various conditions encountered when the Parklet is relocated.

The first Parklet was installed at 1921 Hollywood Boulevard. The process of assembling the components, which were constructed offsite, took place from July 23 through July 25, 2018.

The business owner, City and CRA are currently working together to attain a temporary extension of licensed premises for the business owner from the State of Florida Division of Alcoholic Beverages and Tobacco.

A second Parklet was installed at 1906 Harrison Street earlier this month. This involved the reuse of a Parklet that was used for Park(ing) Day in 2015 and 2016, and was designed for the parallel parking spaces on Harrison Street.



Business Recruitment, Retention, Expansion & Private Investment

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.

The CRA and City of Hollywood Division of Economic Development have continued to partner on initiatives, and sponsored, hosted a booth, and attended:

- a. International Council of Shopping Centers' (ICSC) Florida Conference & Deal Making event on August 26 - 28, 2018 at the Orange County Convention Center. ICSC's mission is to ensure the retail real estate industry is broadly recognized for the integral role it plays in the social, civic and economic vibrancy of communities across the globe. It has over 70,000 members and is considered to be one of the foremost leaders in the commercial real estate industry.
- b. SOCIETY OF INDUSTRIAL AND OFFICE REALTORS® (SIOR) Fall Conference at the Florida Chapter Fall Conference on September 13-14, 2018 at the Diplomat Beach Resort, Hollywood Diplomat Resort & Spa. SIOR is the leading professional commercial and industrial real estate association. It has over 3,200 members in more than 685 cities in 36 countries and represents today's most knowledgeable, experienced, and successful commercial real estate brokerage specialists.

The CRA also attended the month CREW Fort Lauderdale / Boca Raton August networking event on Thursday, September 13, 2018, at the Doubletree Resort by Hilton, Hollywood Beach. CREW is a local chapter of a national organization formed to support communication, networking and interaction among commercial real estate specialists on a local, regional, national and international level with specific concentration on promoting women within the real estate industry.

The CRA will be attending and sponsoring the Greater Fort Lauderdale Alliance meeting on Tuesday, September 25, 2018. As the primary economic development organization for Greater Fort Lauderdale/Broward County, the Greater Fort Lauderdale Alliance focuses on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for the area's citizens.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 13 Certificates of Use in August:

1. VPNE Parking Solutions, LLC, 2501 N. Ocean Drive (valet parking Service - Marriott)
2. Entertainers Enterprises, LLC, 3555 S. Ocean Drive (charter yacht rental at Diplomat Landing)
3. Premium Security Services, LLC, 2501 S. Ocean Drive (office)
4. Hotsy-Totsy, 2032 Harrison Street (restaurant)

5. JMF2506, LLC, 2130 Johnson Street (office)
6. Scoot Over Hollywood, LLC, 814 N. Broadwalk / 813 A Surf Road (scooter rental)
*application not approved
7. Executive Auto Mall, LLC, 2144 Johnson Street (auto repair)
8. Hollywood Tobacco, 2002 Hollywood Blvd. (retail tobacco store)
9. HBR Boardwalk Rentals, LLC, 201 N. Ocean Drive (office – property manager)
10. Service World Community Corp, 1720 Harrison Street #5^a (office – mental health)
11. Sunshine Health Supplies, LLC, 1926 Hollywood Blvd. #206 (office)
12. AD1 Management, 1937 Harrison Street (office)
13. AD1 Urban Strategy Management / AD1 Management, 1955 Harrison Street #101
(office)

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. In addition, the CRA is working with the Hollywood Historical Society and other community organizations to bring back Vintage South Florida, A Celebration of History, Art, Music and Architecture to Downtown Hollywood. The CRA also provides support for Hollyweird Halloween Festival and the St. Patrick's Day Parade & Festival which are both produced by the New Hibernians of Hollywood. In FY2019, the CRA will supplement the program at the ArtsPark at Young Circle by support the following events: Canadafest (relocated from Hollywood Beach), SalsaFest and the Italianfest.

The selection committee has met and reviewed the submissions for the revised RFP for the ArtsPark Concert Series. A resolution regarding the ranking and award was brought before the CRA Board at the July 3rd meeting. Staff is drafting an agreement at this time.

Murals / Public Art Initiatives / Creative Placemaking

Four murals are in development at 1948 Tyler Street, 303 S. 21st Avenue, 2023 Hollywood Boulevard and the east facing wall of 2000 Hollywood Boulevard. Mural tours given during ArtWalk in July and August had very good attendance, with over 50 people in July and over 40 people in August.

Maintenance

Downtown - In June, Block By Block staff spent 37 hours on special projects, removed 117 graffiti tags from public property, collected 8,094 lbs. of litter, collected 358 palm fronds, and returned 10 shopping carts to their place of origin.

In July, Block By Block staff spent 21 hours on special projects, removed 128 graffiti tags from public property, collected 5,337 lbs. of litter, collected 334 palm fronds, and returned 13 shopping carts to their place of origin.

Beach - In June, 1,640 operational hours were clocked by beach maintenance staff. Of those hours, 1,204 were dedicated to trash removal from the beach, and 136 hours were spent cleaning the shower areas.

In July, 1,597 operational hours were clocked by beach maintenance staff. Of those hours, 1,331 were dedicated to trash removal from the beach, and 112 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.

In June, 71 on-view violations were issued, along with 127 in July. This reflects only the CRA Enhanced level of Code Enforcement.

The existing Enhanced Services Agreement with the City of Hollywood is currently being reviewed and revised to include the management of CRA Code Enforcement Officers.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership:

Month	North Route	South Route	Beach Route	Total
May	2105	2847	781	5,733
June	2206	3705	947	6,858
July	3125	4282	1220	8,627

Train to Trolley Shuttle ridership, May, June and July 2018: 758, 583 and 518 passengers respectively.

Young Circle Moving Forward

On June 11, 2018, CRA staff organized several meetings. Toole Design Group (TDG) and CRA staff with Downtown developers and property owners to update them on the status of this project.

Additionally, TDG, Marlin Engineering and CRA staff met with the Broward Metropolitan Planning Organization (MPO) and Florida Department of Transportation (FDOT) officials to discuss the Young Circle project and received useful feedback from both agencies.

To close the day, CRA staff held a public meeting at the Fred Lippman Multi-Purpose Center, where TDG staff informed the public on the progress of this effort, explained the data collection and what would be the next steps to continue moving forward this project.



CRA and City staff are analyzing the data collection reports and working to determine the next steps after meeting with the MPO and FDOT. CRA staff will be coordinating a future meeting with FDOT to keep the momentum and continue working on the methodology aspect of this project.

SFTOD Grant - Station Area Master Plan

CRA and City staff are reviewing the final draft. Dana Little, from the Treasure Coast Regional Planning Council, will be presenting the result of his team's effort at the CRA board meeting in October.

For more information and updates: www.hollywoodcra.org/CLSMP

Marketing and Visitor Services

Social Media

Twitter: 76 new followers (total 2,156); Instagram: 204 new followers (total 1,961); Facebook: 453 new likes (total 6,117).

Visitor Services

Visitor Services staff assisted 1,134 visiting guests and local residents in June, and 1,512 in July.

Diamond Tours Inc. Buses

Our staff greeted and welcomed 228 visitors in June and 82 visitors in July.

International Visitors by County of Origin

In June, we welcomed Guests from 12 different countries.

Canada 46.07%; Argentina 15.73%; Colombia 11.24%; U.K. & Brazil 4.49%.

In July, we welcomed Guests from 17 different countries. This year more Canadians than usual visited us during the Construction Holiday (July 22-Aug 6).

Canada 51.15%; Argentina 10.34%; Brazil 6.90%; France & Colombia 5.75%

Domestic Visitors

In June we welcomed Guests from 27 different states. The top states were: Florida 27.95%; Pennsylvania 10.48%; New York 6.99%; Kentucky 4.37%.

In July we welcomed Guests from 26 different states. The top states were: Florida 40.87%; New York 11.30%; New Jersey 6.09%; Texas 4.78%.

Market Mix June: Domestic 72%, International 28%.

Market Mix July: Domestic 57%, International 43%.

40.57% of the total visitors surveyed were staying at a local hotel in June.

32.67% of the total visitors surveyed were staying at a local hotel in July.

CRA Board Meeting Results – 7/3/2018

R-CRA-2018-18 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Canceling RFP-4561-17-JE For ArtsPark Concert Series Producer; Further Authorizing CRA Officials To Negotiate And Execute An Agreement With The Rhythm Foundation, Inc. To Provide Producer Services For An ArtsPark Concert Series In An Amount Not To Exceed \$120,000.00.

Passed: 7-0

R-CRA-2018-19 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Revising Expenditures For The Beach District Of The CRA For Fiscal Year 2018; And Providing An Effective Date.

Passed: 7-0

R-CRA-2018-20 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2018; Revising Operating Revenues; Revising Expenditures; And Providing An Effective Date.

Passed: 7-0

R-CRA-2018-21 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, Authorizing The Payment Of Attorneys' Fees To Gray Robinson, P.A. For Legal Services In The Icon Office Building Property Litigation In An Additional Amount Not To Exceed \$50,000.00, Bringing The Total Amount Authorized For FY2018 to \$150,000.00.

Passed: 7-0

R-CRA-2018-22 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, In Response To RFP-4575-18-JE, Authorizing The Appropriate CRA Officials To Cancel The Rebid Project Beach CRA16-0002 Of Lifeguard Towers And First Aid Stations.

Passed: 7-0