



CRA Executive Director's Report, September 2023

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

Phase IV E/W streets, from Harrison Street to Magnolia Terrace, including Surf Road and the streetends, permits have been approved by all all-outside agencies. The City's building Department has approved the design of all disciplines and provided a conditional approval until General Contractors pulls the permit and pays the permit fees.

CRA began public outreach by releasing two letters: July 12, 2023, and July 27, 2023. Letters were sent to all residents of ZIP code 33019. HML, a public outreach consultant, walked Van Buren Street, knocking on doors and talking to some residents about the project and the harmonization component. On August 28, 2023, HML will continue site visits on Harrison Street. For those residents that could not be reached, CRA will schedule appointments. Additionally, the CRA is scheduling an in-person Phase IV construction kick-off meeting the first week of December. Date TBD.

On June 30th, the General Contractor released the construction documents, and due to the complexity of the project, several coordination and clarification discussions were required. The GMP is anticipated to be released by the end of September, with several weeks to review and negotiate. CRA is targeting the November Board meeting to bring for consideration.

Phase IV, SR A1A, is 75% completed. FDOT comments are being incorporated into a complete set for all disciplines. Plans are anticipated to be resubmitted to the County and FDOT by the end of September.

The FDOT RRR design is ongoing. The intent is to incorporate the design of the FDOT RRR improvements into the Phase IV SR A1A construction documents and bid set.

Wayfinding Signage and Gateway Markers

The Consultant has submitted a set of complete design packages for the Beach & Downtown; once reviewed and finalized, the CRA and city staff will use their respective complete design packages and advertise both City and CRA packages together via a competitive bid process to select a contractor. Bidding the packages together will result in an economy of scale and potential cost savings.

CRA staff will return to the CRA board with an opinion of probable cost and the competitive bid results.

The Consultant will implement the signage program in the Downtown and Beach Districts. CRA staff, City staff, and the Consultant have finalized design options for 26 signs for Downtown: 11 directional/wayfinding signs, 11 neighborhood signs, one gateway sign, and three optional parking signs. In addition, two new neighborhood signs will be located at the entrances to Johnson Street and Fillmore Street on 21st Avenue.

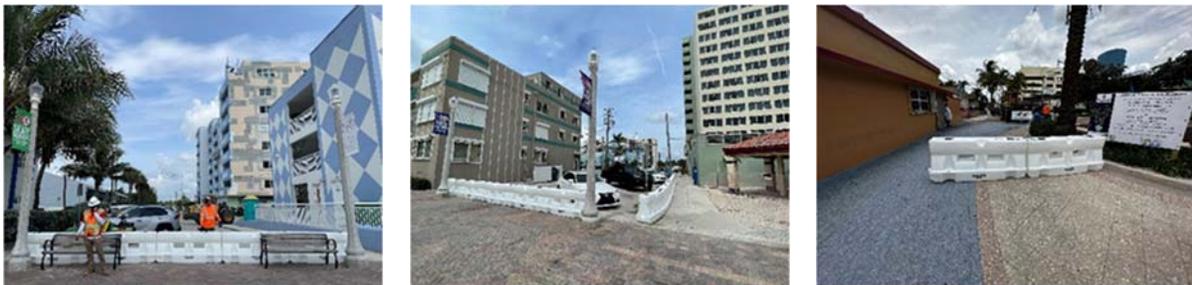
The signage package for the Beach includes four Beach District entryway signs, one of which at Dania Beach Blvd. will take advantage of ample space in accordance with FDOT regulations for a prominent decorative gateway sign, four Beach Destination signs, and at least four directional signs along A1A.

Broadwalk Access Management

After the contractor constructed six gates at five locations along the Broadwalk, an onsite coordination meeting was held. The purpose of the meeting was 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.

On Friday, June 16th, Burkhardt Construction installed temporary barriers at the streetends adjacent to the Broadwalk from Harrison Street to Georgia Street, and at Garfield Street adjacent to Charnow Park.



Barriers at Garfield Street & Charnow Park, Harrison Street, and Virginia Street

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 they started arriving at the coating facility in mid-July. The coating vendor is coating about 125 globes per month, and installation of the globes started in early August, but the electrical contractor encountered a problem replacing the ring that holds the globe to the fixture. Currently, staff is looking to order new

rings so the installation can be resumed. Staff will coordinate and manage the installation of the new shield on the tri-globe lights along the eastern side of the Broadwalk. The shield will cover 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 Wild Life.

Hollywood Boulevard Streetscape

New Water Main

Installation of the new water main line is 80% complete. The contractor is scheduled to pressure test and chlorinate the new line by mid-September.

Phase 1 (north side between 21ST and 20TH Avenues)

The placement of the new valley gutter is 80% complete. Installation of light pole bases and electrical conduit is complete. Installation of telecom conduit for future Wi-Fi equipment and CCTV cameras is 30% complete. All tree pit concrete header curbs for the new Medjool Palms have been installed. All new Medjools Palms have been delivered and planted. Installation of bollards is complete. Placement of circular concrete bands inside new sidewalk area is 90% complete. Placement of concrete D-curb islands and parking stall header ban between crosswalk and 20th are complete. The contractor began sidewalk paver installation on 20th and is progressively moving west.



Medjool Palms and Bollards



Sidewalk Pavers Installation



Building Road and Parking Stalls

Phase 2 (north side between 20TH and 19TH Avenues)

All stormwater structures and inlets have been installed. Demolition of the existing roadway, curb-and-gutter, and sidewalk within the construction zone is 70% complete. The contractor began building and pouring the new valley gutter.



New Water Main



Stormwater System



Pouring New Gutter

Two Week Look Ahead – Phase 1 (north side between 21ST AND 20TH Avenues)

- Pouring 12" curb in front of parallel parking areas. Begin grading and constructing parallel parking areas
- Continue pouring circular concrete bands in sidewalks moving westward to 21st Ave.
- Sidewalk paver installation to continue moving from east to west
- Pour D curb islands between crosswalks to 21st Ave.
- Subgrade and pour curb at 21st Avenue intersection
- Pressure test watermain
- Install conduits for future security cameras
- Begin installing pavers in parallel parking stalls
- Subgrade roadway
- Chlorinate watermain and begin testing

Two Week Look Ahead – Phase 2 (north side between 20TH AND 19TH Avenues)

- Rough in electrical and irrigation from 20th Ave. heading east towards 19th Ave.
- Subgrading, forming, and pouring tree pit header curbs for Medjool palms
- Pressure test watermain
- Chlorinate watermain and begin testing

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
- 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

- Third “Coffee With The Crew” was held on July 27, 2023 at 1921 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 on this item.

Downtown Avenues Improvements

Bermello Ajamil & Partners have 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, restore damaged sidewalks, accommodate on-street parking where feasible, and address ADA accessibility along sidewalks and curb ramps.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

All west side poles have been installed. Lighting fixture installation began at both the east and west sides. East side poles remained to be installed north of Cleveland Street. 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. Irrigation on the west side of the Project is 90% complete. FPL units' chambers and pads are 90% complete. FPL transformers are in the process of being placed on the pads. This work mainly occurs on the west sidewalk of SR A1A. The contractor began installation of the Pavers, starting from the north at Sheridan Street.



Garfield Street Mast Arm installation



Poles and fixtures – east side



Decorative pavers & transformer installation



Aerial progress shot looking south from New Mexico Street

Two Weeks Look Ahead (Conduit Installation)

- Light pole installation on the west sidewalk is complete
- Tree planter and subheader curbs are being poured, and tree grates have been installed from Sheridan Street to New Hampshire Street
- Sleeving for irrigation on the west side is complete
- AT&T manhole tie-ins veto continue until completed from Sheridan to Wilson Street
- Viking has completed the primary and feeder cable installation. Transformers along the corridor are being installed along SR A1A, private and City-owned properties, and on City ROW
- Hotwire has completed this conversion. Infrastructure has been installed; however, it will not be operational until all conversions are completed

- Tree tags and the selection of planting material at the nursery have been completed
- Sylvester Palm Trees will be replaced with Medjool date palm trees due to a disease that could jeopardize the tree's longevity
- Garfield Street signal mast arm infrastructure has been installed
- Pavers are being installed from North to south of the west sidewalk, starting at Sheridan Street, currently nearing Johnson Street

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:

List of Units	Date Completed
Lifeguard Stations	
Garfield Street	2/12/2023
Grant Street	3/13/2023
Nebraska Street	4/7/2023
Harding Street	5/20/2023
Fillmore Street	6/28/2023
First Aid Stations	
Cleveland Street	3/27/2023
Hollywood Blvd	8/10/2023
Liberty Street	8/30/2023

- All Lifeguard Towers and First Aid Stations have been pressure-washed with Chlorine
- Bi-Yearly inspections have been performed and all adjustments and repairs have been completed; punch list items pending
- Lighting Protections systems have been inspected, repaired, or replaces as required
- Roofing inspection of all towers is scheduled to be performed on September 7, 2023



Cleveland Street FAS



Grant Street LGT



Nebraska Street LGT

SR A1A Linear Park

FDOT pump design is entering the 60% 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 the proposed capacity of the pump.

The CRA, public utilities, and its drainage master plan consultant are assisting in a recommendation on how to address the gap in service by the FDOT pumps proposal and potentially other drainage considerations where the area of the linear park might be needed. Therefore, a concept for the linear park will have to be formulated after a final study and recommendations are provided.

Pedestrian Crossings

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

Permitting: The first round of comments has been addressed. A set of drawings has been turned over to Burkhardt Construction Inc. for a proposal and potential change order for the Carolina Street intersection. The intent of the change order is to attempt to build the crossing under the Complete Street construction project.

A new FDOT construction agreement is scheduled to be presented to the City Commission in October 2023.

Stormwater Pump Stations along the A1A Corridor

FDOT awarded the design of the four pump stations along SR A1A in Aug. 2022. The consultant has submitted 60% design phase for permitting to the City of Hollywood and other agencies. The construction documents are anticipated to be completed by Jan. 2024.

FDOT Bids are anticipated to be released in April 2024, and Construction is anticipated to begin in Summer 2024.

The FDOT pump stations' proposed locations are at Franklin Street, Sherman Street, Van Buren Street, and Azalea Terrace.

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, it was concluded that the FDOT pump stations at Van Buren Street and Azalea Terrace benefit a limited area of the Phase IV project boundaries; Public Utilities has recommended pursuing additional design and stormwater pumps stations to comprehensively address flooding along the remaining southernmost East/West streets of the Beach CRA district, which is an integral part of the Phase IV resiliency efforts.

Grant award from Florida Department of Environmental Protection

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.

Underwater Mermaid Artificial Coral Reefs

The Mermaid modules were deployed during the first week of November by the vendor, Ocean Rescue Alliance. The new reef area contains 25 modules of different appearances. A plaque with the City of Hollywood's name was placed on one of the modules. The deployment was filmed by City staff, and local TV stations broadcasted a segment about the project. In its November meeting, the CRA Board directed CRA staff to proceed with exploring near-shore mermaids. Some of the reefs were recently removed as some residual plastic at the bottom of the reefs was noticed – this plastic was on the palettes prior to deployment. After removing the plastic, Broward County inspected the modules and approved them to be redeployed. The plastic removal and redeployment was implemented 100% at the vendor's cost, and the modules were redeployed in July.

Nearshore Underwater Mermaid Artificial Coral Reefs

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, offshore of Azalea Terrace, and 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. The project is set to go in front of the CRA Board at the October CRA Board meeting, if approved, deployment would be expected in May 2024.

Broadwalk LED Wall Lights

The contractor is prominently working on the electrical portion of the project and has completed the electrical portion starting south of Sherman Street. Replacement of the damaged precast panels continues, and once it is completed, the entire LED system will be tested. 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 will be 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

The consultant submitted 100% construction documents. Staff is reviewing the 100% construction documents and will provide comments the consultant will address prior to formal permitting submission. Once revised, the consultant will submit the drawings for permitting. It is anticipated that the Florida Fish and Wildlife, Florida Department of Environmental Protection, and City of Hollywood permitting processes to be completed by the end of summer 2023.

Once we have a permitted set of drawings, Staff and the consultant will bid out the Project through a competitive bidding process. Staff anticipates returning to the Board with contractor rankings and selection in November or December 2023.

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

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 5 HIP, 65 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 32 in the Downtown CRA Area and 40 in the Beach CRA Area, ranging from serious inquiry and application to completion of construction and applicants in the reimbursement process. Virtual Pre-Application Workshop for September will be held on Monday, September 18, 2023 at 5:00 pm.

318 Madison Street Duplex

Owners of the 318 Madison Street Duplex completed a Mini-PIP Grant; the comprehensive improvements included new impact windows and doors, converting the wall unit air conditioning systems to mini-splits, and landscaping improvements on the property.



Photos from Top - Bottom (318 Madison Street Duplex 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, the CRA has applied for the following grants:

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

Supporting initiatives that address the impacts of flooding and sea level rise. Phase IV EW Streets was submitted since it meets the criteria. Maximum awarded funds are TBD and require a 50% match.

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. The grant application was submitted in March; the CRA is addressing comments from FDEP and is awaiting a status update once the grant is awarded in November 2023.

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.

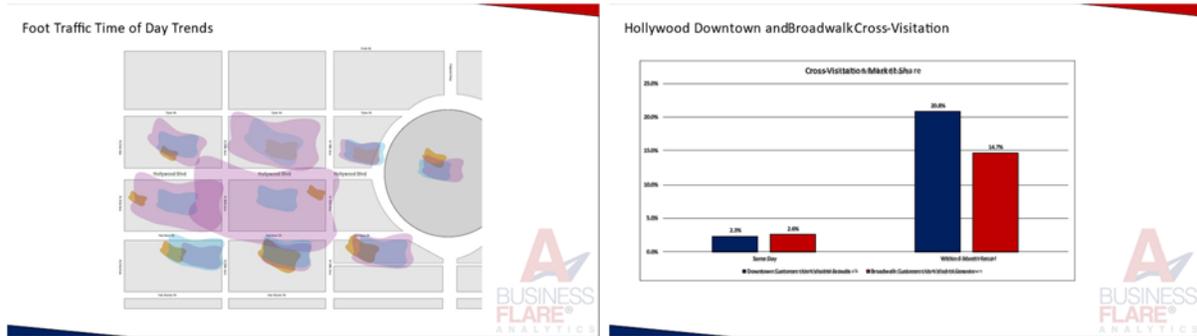
Broward MPO CSLIP Cycle 6: Tyler Street Streetscape

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 partnered with the Downtown Hollywood Property Owners Association (DHPOA) to host a meeting on June 28th that featured Kevin Crowder from Business Flare who gave a presentation on Downtown foot traffic and customer trends, and Downtown and Broadwalk cross-visitation.



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

- Jointly sponsored an ad in the 2023 Greater Fort Lauderdale Alliance Sourcebook

Find Your Future - Florida's Hollywood

Hollywood is at the crossroads for international trade with easy access to major employment centers, three international airports, and key transportation routes. From its strategic location and proactive business environment to expedited permitting services and outstanding quality of life. Find your future in Florida's Hollywood.

BENEFITS For Your Business

- Prime South Florida location
- Key commercial corridors primed for redevelopment
- Support for entrepreneurs and small businesses
- Economic development tax incentives
- Site selection, market research assistance
- Two opportunity zones
- Industrial Use Zoning In-Place

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City of Hollywood FLORIDA
 City of Hollywood Economic Development and Hollywood Community Redevelopment Agency
 www.ChooseHollywoodFL.com
 economicdevelopment@hollywoodfl.org

- 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 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 sharing database management software
 - 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.
- 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.

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 six CU Applications in June & July 2023.

1. In Coffee We Trust, 2028 Harrison St. #103 (café)
2. Amazing Skin Care Med Spa, 1720 Harrison St. #18C (personal services)
3. DFD Premium LLC, 1820 Harrison St. (accessory use - storage)
4. Authentic Tandir Bread & Kabob of Hollywood, Inc., 2051B Hollywood Blvd. (restaurant)
5. Farmer's Mill, Inc. dba Farmer's Milk, 1801 N. Young Circle (café)
6. Sunliss International Corporation, 2001-2007 Tyler St. #9 (personal services)

Maintenance

Downtown – In June, Block By Block staff removed 89 graffiti tags from public property, collected 11,248 lbs. of litter, and collected 177 palm fronds off the ground.

In July, Block By Block staff removed 51 graffiti tags from public property, collected 10,569 lbs. of litter, and collected 102 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 June, 2,069 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,154 were dedicated to trash removal from the beach, and 24 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 18 locations.

In July, 1,757 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,492 were dedicated to trash removal from the beach, and 76 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 25 locations.

CRA Beach Maintenance staff assessed, removed, modified, and reinstalled the light fixtures along the Boardwalk to limit illumination in compliance with sea turtle regulations.



Communications, Public Information and Special Events

CRA staff designed covers for the French barricades being used for the Hollywood Boulevard Streetscape Project. There are five designs -- one that includes the project website, and the following four creative construction slogans:

- Thank you for patronizing Downtown Hollywood
- Open for Business! Shop and support local
- Excuse our mess, we're making progress
- Our vision is clear, we're improving what's here



The CRA designed and installed new banners along the Broadwalk in an effort to educate the public in regard to the COH's rules and regulations.

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:

- Accepting applications for a series of workshops for Beach and Downtown stakeholders about how to benefit from the use of social media.
 - Three workshops are available each month: Food, Retail, and Beverage Marketing Trends on Social Media; Building a Brand for Your Business on Social Media; and Advertising Campaigns on Social Media.
 - Class frequency has been increased to two days a week and are now held on Tuesdays and Thursdays on the first three weeks of each month.
 - Visit www.HollywoodCRA.org/SMTP for more information and to register for the workshops.
- Disseminating information to Downtown Hollywood stakeholders regarding current and upcoming capital improvement projects.

- Creating a database for the Downtown Hollywood Business District to increase communications and outreach to all businesses in the area.
- 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.

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

A new mural by Daniel Fila and Brian Butler was completed at 203 S. 21st Avenue.



There are 12 murals currently in development: 2001 Hollywood Boulevard, 2000 Hollywood Boulevard, 1910 Hollywood Boulevard (rear alley), 1770 Monroe Street/Hollywood Central Performing Arts Center, 2030 Polk Street, 425 S. 21st Avenue, 215 S. 21st Avenue, 201 N. 21st Avenue, 1909 Tyler Street, 2029 Taylor Street, 1704 Buchanan Street, and 330 N. Federal Highway.

The mural tour during the 3rd Saturday ArtWalk on August 19th had 35 participants.

Staff facilitated the upcoming Broward Cultural Division (BCD) sponsored Artist Studio Residency that starts in November at the ArtsPark with staff from COH PRCA and the BCD.

Staff contacted Greg Mount from Broward County Resilient Environment Department regarding the possibility of placing four sponsored 6' X 9' tiled mosaics by artist Xavier Cortada. The mosaics will feature large numbers and conceptually speak about sea-level rise.

CRA Board Meeting Results – 7/5/2023

R-CRA-2023-23 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of May 3, 2023.

- **PASSED: 7-0**

R-CRA-2023-24 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Revenues And Expenditures.

- **PASSED: 7-0**

R-CRA-2023-25 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2023; Revising Fiscal Year 2023 Revenues And Expenditures.

- **PASSED: 7-0**

R-CRA-2023-26 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed With Moffatt & Nichol, Inc. To Provide Consulting Services For The Phase IV – Undergrounding Of Overhead Utilities And Streetscape Beautification In The Amount Not To Exceed \$36,200.00.

- **PASSED: 7-0**

R-CRA-2023-27 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute An Amendment To The Hotel Improvement Program For The Beach District Of The CRA In Order To Remove The Requirement That Applicants Be Certified As Superior Small Lodging Establishments.

- **PASSED: 7-0**

R-CRA-2023-28 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Property Improvement Program For The Beach And Downtown Districts Of The CRA In Order To Increase PIP Grant Fund Allocations From \$50,000.00 to \$75,000.00 For Commercial And Residential Properties Within The Beach And Downtown CRA Districts; Increase PIP Grant Allocations From \$25,000.00 to \$50,000.00 For Properties Located Along The Intracoastal In The Beach CRA District.

- **PASSED: 7-0**

R-CRA-2023-29 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Paint Only Program For The Beach And Downtown Districts Of The CRA In Order To Increase POP Grant Fund Allocations From \$10,000.00 To \$15,000.00 For Commercial And Residential Properties.

- **PASSED: 7-0**

R-CRA-2023-30 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute A Property Improvement Program Grant Agreement With Boulevard Landmark Condominium Association, Inc. For On-Site Improvements To The Property Located at 2131 Hollywood Boulevard In A Total Grant Amount Not To Exceed \$75,000.00.

- **PASSED: 6-0. Board member Biederman was recused from the voting process.**