



CRA Executive Director's Report, May 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 has been executed. CRA and the General Contractor applied for the issuance of the permit. Permit fees for the master ROW and Electrical work have been paid. The landscape permit is being processed.

The CRA has issued the general contractor the first Notice to Proceed to purchase materials directly from the CRA on long lead items. The total savings for direct owner purchases is \$196K. The General Contractor is waiting for the drainage infrastructure subsurface investigation. Elevations need to be defined before the issuance of shop drawings. Once this activity is completed, the second Notice to Proceed will be issued, and mobilization can begin. Estimated time: June 2024.

The Construction Manager at Risk (CMAR) has submitted a GMP for negotiation purposes. CRA is reviewing the GMP and is currently in the negotiation phase.

Florida Department of Transportation (FDOT) is working on the final review of SR A1A and RRR projects. FDOT Construction agreement has been approved by resolution.

The General Contractor is working on pricing the SR A1A and RRR projects with the 90% construction documents. A GMP for the SR A1A and FDOT RRR projects is anticipated to be presented to the CRA Board at the July 2024 meeting.

The CRA held a construction kick-off meeting on February 27 at 6:00 pm at the Hollywood Beach Culture and Community Center to discuss the project and the anticipated construction timeline. More than 100 residents from properties within the project zone attended.

CRA and HML meet weekly by appointment at the HBCCC on Mondays and Tuesdays from 3:00 pm to 6:00 pm. The purpose of these meetings is to establish contact with residents and discuss improvements to their properties due to the change in road profile.

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 ordered replacement parts, which will arrive in early June. Staff will hire an electrical contractor to repair these bases using the replacement parts. 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.

Phase 5 (20th Avenue between Tyler Street and Hollywood Boulevard)

N. 20th Avenue: The installation of the new picture-frame concrete sidewalks, curb & gutter, and new LED Lighting on the west side of the avenue is complete. On the east side of the avenue, the contractor is coordinating demolition of the old sidewalk, old lighting, curb & gutter. The contractor is implementing installation of the new picture-frame concrete sidewalks, curb & gutter, and new LED Lighting on the east side of N. 20th Avenue.

Phase 6 (South side of Hollywood Boulevard between 19th and 20th avenues)

Demolition of the existing ROW is 60% complete. The installation of the new stormwater system is complete. The contractor began forming and placing the new valley gutter and curb islands; began forming tree pits; began installation of the new conduit; installed new bollards and new LED light poles; began planting of new medjool date palms; continued excavating and pouring 12" radius curbs; and poured flowable fill in sidewalk areas in preparation for paver installation.



N. 20th Avenue: West: forming and pouring picture frame concrete and valley gutter; installing new LED lighting. East: Removing existing curb, sidewalk, and electrical; forming new concrete sidewalk; rough-in of electrical.



S. Hollywood Boulevard: forming and pouring tree pits; installing new trees, LED lighting, and bollards.

Two Week Look Ahead

- South side of Hollywood Boulevard between 19th and 20th Avenues:
 - Continue tree planting until completion
 - Sidewalk grading
 - Continue excavating and pouring 12" radius curbs
 - Pour flowable fill in sidewalk areas
 - Excavate/form/pour D curb islands
 - Begin paver installation
- N. 20th Avenue between Tyler Street and Hollywood Boulevard:
 - Remove existing curb and sidewalk
 - Form and pour new curb and sidewalk
 - Clean and open roadway

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 11th "Coffee with the Crew" was held on April 18th at 1932 Hollywood Blvd.



"Coffee with the Crew" Eleven – April 18th at 1932 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

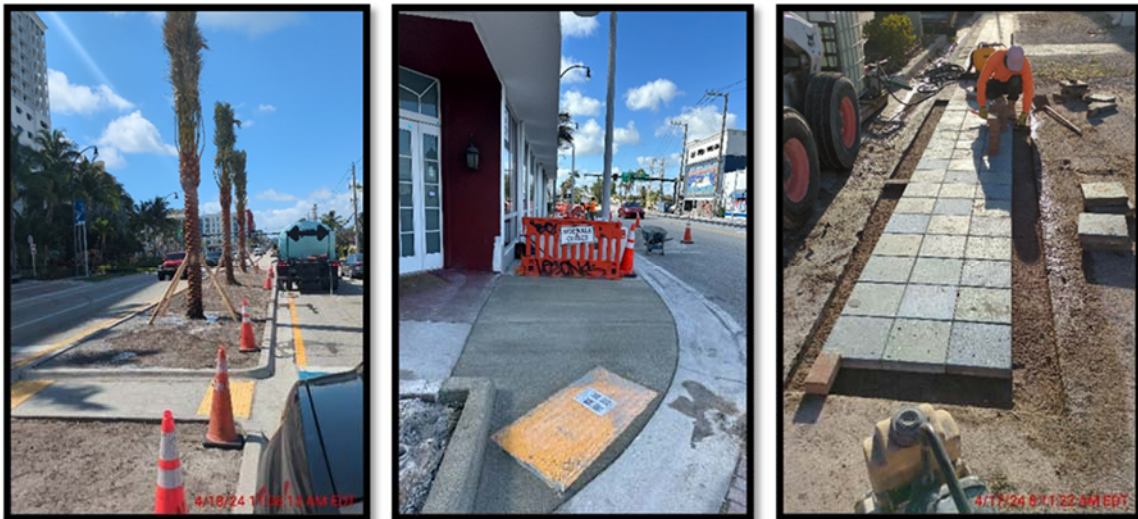
Bermello Ajamil & Partners has been selected as the consultant to develop conceptual designs to improve the ROW conditions of 20th and 19th Avenues between Buchanan Street and Jefferson Street to enhance pedestrian connectivity and access to the downtown core. The consultant will explore opportunities 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.
- Tree grates and Palm trees from Sheridan Street to Pierce Street have been planted.
- Pavers on the west side are complete, and the adjustment to the east side of A1A has been completed. East/West street corner restoration work is still underway.
- All franchise utility infrastructure PVC CONDUITS has been installed.
- Landscape in medians began week of April 8.
- Franchise utilities:
 - All equipment is installed (except for Pierce Street) FPL, AT&T, and Comcast.
 - Switching Orders were submitted to FPL on April 7.
 - Comcast and ATT are 75% wired.
 - Garfield Street signal is operational, and striping and crosswalk are completed.
 - Burkhardt's substantial completion is scheduled for June 2024.
 - Electrical connections by FPL to follow, powering the system, switching the load to the undergrounded system, and removing poles and existing overhead lines.



Median landscape installation and paver restoration on east sidewalk

Two-Week Look Ahead

- Continue paver restoration due south
- Installation of landscape in medians
- Switching orders, franchise utility coordination

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 First Aid and Lifeguard Stations. All metal furnishings have been touched up or repainted, and all metal furnishings along the Broadwalk have been touched up or repainted. 18 lifeguard stations, including the aluminum louvers, have been painted. The Sherman Street unit is expected to be completed by the first week of May 2024, weather permitting.

Lifeguard Towers and First Aid Station Maintenance status:

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

PAINT STATUS	
List of Units	Date Completed
Lifeguard Towers	
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
Diplomat Hotel	12/1/2023
Iris Terrace	12/18/2023
Ocean Palms	12/15/2023
Madison Street	2/14/2024
Eucalyptus	2/7/2024
Johnson Street	2/27/2024
Virginia Street	3/16/2024
Arizona Street	3/25/2024
Arizona Street	4/18/2024

PAINT STATUS	
First Aid Stations	
Cleveland Street	3/27/2023
Michigan Street	7/8/2023
Hollywood Blvd	8/10/2023
Liberty Street	8/30/2023
Magnolia Ter	11/9/2023
Azalea Terrace	2/26/2024
PROPOSED SCHEDULE	
List of Units	Est. Completion
Lifeguard Towers	
Sherman Street	5/1/2024



Linear Park Walk/Resiliency Area

The FDOT pump design station at Bougainvillea Terrace has been completed. CRA is coordinating with consultant sizes, and placement of equipment for the Linear walk/resiliency area layout based on the pump location and proposed capacity of the pump. Estimated construction to begin in late 2024 and be completed in summer 2026.

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. CRA/FDOT construction agreement was approved on April 3, 2024.

A change order to the complete street project was approved on February 17, 2024. The contractor will begin work as soon as the permit is issued by FDOT. The permit will be issued as soon as the Construction agreement is executed.

Stormwater Pump Stations along the A1A Corridor

FDOT Consultant has completed the design of the three pump stations in the CRA boundaries: Sherman Street, Van Buren Street, and Bougainvillea Terrace. Plans are currently pending ACOR approval. Estimated construction to begin in late 2024 and be completed in summer 2026.

CRA Resiliency and Flood Management

Design Stormwater Basin 4: Daffodil to Iris Terrace Resiliency

CRA, through PU, entered into an agreement with BCC to provide consulting services for a pump station for basin 4 covering Daffodil Terrace to Iris Terrace. The project is in the design stages. CRA/PU is coordinating the scope of work to be funded by CRA for Basin 2, covering the area between Jackson Street and Jefferson Street.

Design Stormwater Basin 4: Jackson Street to Jefferson Street

CRA/PU is coordinating the scope of work to be funded by CRA for Basin 2, covering the area between Jackson Street and Jefferson Street.

Outfall inspections: PU/CRA contacted FDOT to initiate the outflow/Wapro inspections and coordinate potential partnerships for improvements to the FDOT outfalls and I&I.

CRA/PU/FDOT issued a request for proposal for inspection of the Oregon Street Basin. FDOT conducted a Madison Street network system inspection. Oregon Street Basin inspection to be funded by CRA, currently applying for a general use permit. Estimated mobilization: April 25. CRA/PU/FDOT is coordinating the inspections and evaluation of existing drainage network conditions along SR A1A.

Nearshore Underwater Mermaid Artificial Coral Reefs

At the April meeting, the vendor presented a variety of modules, and the CRA Board made recommendations for selecting the types of modules to be used at the four locations. Staff will work closely with the vendor to implement the module selection. 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 late 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. One option is using an Amber light, and a sample was ordered and will be installed in early May. 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 along 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. They 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 and the Consultant continue to coordinate comment responses to 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 weeks. Once we have a permitted set of drawings, CRA, City Staff, and the Consultant will return to coordinate construction efforts.

CRA Staff intends to return to the Board with contractor selection as an amendment to the Phase IV East/West Street project GMP. It is in the best interest of the CRA to approve this change order to avoid multiple contractors on the site, and the contractor can begin construction of the Project's scope, including significant structural repairs needed at the restroom facilities, as soon as possible so they may complete construction of the Project in a timely manner.

CRA/City Staff coordinated with a consultant to reapply for the Land and Water Conservation grant application. This is a matching grant of up to \$750,000 for eligible project improvements. The grant is anticipated to be awarded in the Fall of 2024.

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

ADA Beach Access Mats

As part of the Phase IV East/West Street streetscape project, the Beach CRA intends to provide beach access to those with disabilities. Staff obtained a proposal from an environment consultant to obtain a permit to install ADA Beach Access Mats at five

locations: Crocus Terrace, Daffodil Terrace, Eucalypts Terrace, Greenbriar Terrace, and Hyacinth Terrace. Once the permitting process is completed, CRA Beach Maintenance staff will install the ADA Beach Access Mats at these locations.

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, 49 PIP or Mini-PIP, and 2 POP Grants at various stages of the process: 27 in the Downtown CRA area and 26 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 April will be held on Monday, May 6, 2024 and Monday, May 20, 2024 at 5:00 pm.

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.

Costal Roadway Resiliency Project contract was executed in December 2023. Second reporting period was submitted.

The House Appropriations Committee: Community Project Funding (CPF)

First Application: The City/CRA was awarded \$500K under the T-HUD house appropriation initiative grant for project flood resiliency along the barrier island. This grant is for flood management infrastructure efforts along five east-west streets. Staff is awaiting a final decision on the grant. The NEPA report is being finalized.

Second Application: The City/CRA has applied for another resiliency grant under the T-HUD house appropriation initiative grant, this time for \$2M, with a 20% match commitment from the CRA.

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.

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

CRA staff will present an update to the Downtown Hollywood Tenant Mix, Occupancy, and Rental Rate report at the May 1st CRA Board meeting. In addition, CRA staff worked closely with Kevin Crowder of Business Flare, and he will present a Foot Traffic Overview for Downtown and the Beach that highlights Customer Visit Trends, Time on Site, Trade Area, Behaviors, and Cross-Visitation.

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, Greater Fort Lauderdale Alliance, 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.
- Coordinate and manage the public valet 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 6 CU Applications in March 2024.

1. LOZ Capital, 411 S. 21st Avenue (office)
2. EMDI Health LLC / EMDI Health, Obesity and Aesthetics, 509 S. 21st Avenue - Suite 507 (medical spa)
3. SASA Italian Gourmet, 2000 Harrison Street #2 (restaurant)

4. HK Hollywood Inc. / HK Salon, 1930C Harrison Street (hair salon)
5. Costa Hollywood Beach Resort, 777 N. Ocean Drive (valet parking)
6. Harrison Flowers LLC, 1955 Harrison Street #100 (flower shop)

Maintenance

Downtown – In March, Block By Block staff removed 184 graffiti tags from public property, collected 5,464 lbs. of litter, removed 184 instances of animal/human waste, and collected 186 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 March, 1,996 operational hours were clocked by Beach Maintenance staff. Of those hours, 1,513 were dedicated to trash removal from the beach, and 152 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 20 locations.

Communications, Public Information, and Special Events

CRA Executive Director Jorge Camejo gave a presentation to the Boulevard Heights Neighborhood Association on Tuesday, April 9th at Boulevard Heights Community Center. The second “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 image shows two identical flyer templates side-by-side. Each flyer has a blue background with orange and green text. The main title is 'THE CRA IS GOING ON THE ROAD' in large, bold, sans-serif font. Below the title, the date and time are listed: 'Tuesday, April 9, 2024 • 7:30pm'. The location is 'Boulevard Heights Community Center, 6770 Garfield Street, Hollywood, FL 33024'. A horizontal line separates the location from the speaker information. The speaker is 'Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency (CRA)', who will present an update on Capital Improvements and Private Investment in Downtown Hollywood and on Hollywood Beach. Below this, it says 'A Q&A session will follow the presentation. Refreshments will be provided.' Another horizontal line separates this from the contact information at the bottom, which says 'For more information about the Hollywood Community Redevelopment Agency, visit [HollywoodCRA.org](\"http://HollywoodCRA.org\") or email Lisa Liotta, Redevelopment & Operations Manager, at [LLiotta@hollywoodfl.org](\"mailto:LLiotta@hollywoodfl.org\").

Mailer and social media post/e-blast

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 8 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, 2013 Taylor Street, 2031 Tyler Street, and 1909 Tyler Street.

A mosaic mural at Billy's Stone Crab, 400 N. Ocean Drive, was completed in April.



The mural tour during the 3rd Saturday ArtWalk in April had ~35 participants.

CRA Board Meeting Results – 4/3/2024

R-CRA-2024-15 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of January 17, 2024.

- **Passed: 6-0 (Board member Anderson was absent)**

R-CRA-2024 -16 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting Of February 7, 2024.

- **Passed: 6-0, Minutes approved as corrected. (Board member Anderson was absent)**

R-CRA-2024-17 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Granting The City Of Hollywood Access To CRA Fund For The Purpose Of Issuing An Authorization To Proceed To Concrete Works & Paving, Inc. In An Amount Up To \$550,021.00 To Neighborhood Avenues Improvements Project; Authorizing The CRA To Expend Funds For The Authorization To Proceed To Include An Owner Contingency In An Amount Up To \$60,000.00.

- **Passed: 6-0 (Board member Anderson was absent)**

R-CRA-2024-18 – A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Construction Agreement With The Florida Department Of Transportation For Three Proposed Signalized Crosswalks At The Intersections Of State Road A1A And Caroline Street, And State Road A1A And Scott Street.

- **Passed: 6-0 (Board member Anderson was absent)**

R-CRA-2024-19 – 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 Burger Beach, LLC For On-site Improvements To The Property Located At 1100 North Ocean Drive In A Total Grant Amount Up To \$250,000.00.

- **Passed: 6-0 (Board member Anderson was absent)**