

Housing Market Analysis

MA-05 Overview

Housing Market Analysis Overview:

There are 71,075 conventional housing units within the city and 1,109 unconventional housing units (Mobile homes, boats, RV's, Vans, etc.) with a vacancy rate of 20%. Of the occupied units, 63% of the units are owner-occupied and 37% renter-occupied. Staff estimates that 11,488 housing units occupied by low or moderate income families have the presence of lead-based paint. Cost burden has historically been a problem for the residents, during a sharp decline in housing values from 2006-2012 (\$268,200 - \$161,000), the median monthly owner cost for City of Hollywood residents remained above 30%.

Over 80% of the occupied housing stock was built prior to 1980. A little less than half (45%) of the owner occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities (we know from the Housing Needs Assessment that 159 owner-occupied units lack complete plumbing or kitchen facilities, 540 are overcrowded, and 12,135 units are cost burdened). More than half (57%) of the renter-occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities (we know from the Housing Needs Assessment that 500 renter-occupied units lack complete plumbing or kitchen facilities, 880 are overcrowded, and 10,640 are cost burdened). Staff estimates that 23, 933 units in the City have the presence of lead and 11,488 are low to moderate income households.

The Hollywood Housing Authority administers both a public housing and Section 8 housing voucher program. The housing authority owns and manages 2 public housing projects which contain 120 affordable rental units. It also administers 800 Section 8 housing vouchers and has a 500 person waiting list for vouchers and a 250 person senior waiting list for Public Housing sites. The Hollywood Housing Authority has routinely scored as a high performing Housing Authority, most recently scoring a 91 out of 100 on the most recent evaluation.

The major employment sectors within the City of Hollywood are; Arts, Entertainment, Accommodations; Education and Healthcare Services; and Retail Trade. Unlike the other major business sectors within the City, the Education and Healthcare sector has slightly more jobs than workers.

The City primarily addresses the needs of the Special Needs Community through the employ of a Social Service Coordinator that is knowledgeable of the regional services offered for the Homeless and Non-homeless the Special Needs Community. The Social Service Coordinator makes referrals to agencies in the region for particular needs. However, the City funds agencies that provide employment training for persons who are not homeless but have other special needs as an expansion of economic opportunity. This may also include employment support services to aid persons re-entering the workforce.

MA-10 Number of Housing Units – 91.210(a)&(b)(2)

Introduction

There are 71,075 conventional housing units within the city and 1,109 unconventional housing units (Mobile homes, boats, RV's, Vans, etc.). Greater than half of the structures (57%) meet the 1-4 unit single family definition. Most of the units (71%) that do not meet the 1-4 unit single family definition are in complexes of 20 or more. The vacancy rate is 20%. Of the occupied units, 63% of the units are owner-occupied and 37% renter-occupied.

All residential properties by number of units

Property Type	Number	%
1-unit detached structure	30,983	43%
1-unit, attached structure	3,855	5%
2-4 units	6,517	9%
5-19 units	8,382	12%
20 or more units	21,338	30%
Mobile Home, boat, RV, van, etc	1,109	2%
Total	72,184	100%

Table 1 – Residential Properties by Unit Number

Data Source: 2006-2010 ACS

Unit Size by Tenure

	Owners		Renters	
	Number	%	Number	%
No bedroom	105	0%	1,643	8%
1 bedroom	3,922	11%	9,251	43%
2 bedrooms	12,662	34%	7,506	35%
3 or more bedrooms	20,102	55%	3,107	14%
Total	36,791	100%	21,507	100%

Table 2 – Unit Size by Tenure

Data Source: 2006-2010 ACS

Describe the number and targeting (income level/type of family served) of units assisted with federal, state, and local programs.

There are 120 Public Housing Units, 310 affordable rental units assisted with Low Income Tax Credits, 29 affordable rental units purchased and repaired with Neighborhood Stabilization Program funds, 33

affordable rental units constructed with Neighborhood Stabilization Program and 800 units assisted with Housing Choice Vouchers.

Provide an assessment of units expected to be lost from the affordable housing inventory for any reason, such as expiration of Section 8 contracts.

From April of 2013 to April of 2014 foreclosures were being absorbed at 1.04 foreclosure purchases to 1.0 new foreclosures, however, while foreclosures are not being absorbed expeditiously rents continue to rise. It is evident that newly purchased foreclosed properties are no longer part of the affordable housing inventory.

Does the availability of housing units meet the needs of the population?

No. Quality affordable units continue to be an issue.

Describe the need for specific types of housing:

Attracted by the ease of renting and convenient locations, young middle and upper income families are often renting in lieu of purchasing. This dynamic increases the value of rental properties and further exacerbates the Cost Burden problem for the Low or Moderate income renter.

Discussion

No further discussion needed.

MA-15 Housing Market Analysis: Cost of Housing - 91.210(a)

Introduction:

According to data provided by the 2006-2010 American Community Survey 2006-2010 the Median Home Value is \$243,700 a 148% increase from 2000. The following report shows that City of Hollywood low and moderate income residents are likely to live cost burdened situations. It is important to note that during a sharp decline in housing values from 2006-2012 (\$268,200 - \$161,000), the median monthly owner cost for City of Hollywood residents remained above 30%. However, at the current HOME rent rate is plausible to build rental properties capable of sustaining themselves with the rents garnered from HOME eligible families.

Cost of Housing

	Base Year: 2000	Most Recent Year: 2010	% Change
Median Home Value	98,300	243,700	148%
Median Contract Rent	619	863	39%

Table 3 - Cost of Housing

Data Source: 2000 Census (Base Year), 2006-2010 ACS (Most Recent Year)

Rent Paid	Number	%
Less than \$500	2,378	11.1%
\$500-999	12,116	56.3%
\$1,000-1,499	5,655	26.3%
\$1,500-1,999	1,011	4.7%
\$2,000 or more	347	1.6%
Total	21,507	100.0%

Table 4 - Rent Paid

Data Source: 2006-2010 ACS

Housing Affordability

% Units affordable to Households earning	Renter	Owner
30% HAMFI	845	No Data
50% HAMFI	3,315	2,405
80% HAMFI	13,930	7,410
100% HAMFI	No Data	11,950
Total	18,090	21,765

Table 5 - Housing Affordability

Data Source: 2006-2010 CHAS

Monthly Rent

Monthly Rent (\$)	Efficiency (no bedroom)	1 Bedroom	2 Bedroom	3 Bedroom	4 Bedroom
Fair Market Rent	701	912	1,159	1,653	2,053
High HOME Rent	821	915	1,100	1,262	1,388
Low HOME Rent	671	719	863	997	1,111

Table 6 – Monthly Rent

Data Source: HUD FMR and HOME Rents

Is there sufficient housing for households at all income levels?

There is not sufficient affordable housing at all income levels. Only 84% of the rental units are affordable to persons at 80% AMI or less and dramatically drops to 4% of rental units for persons at 30% AMI. Units available for homeownership are affordable to only 27% of persons at 80% of AMI or less.

How is affordability of housing likely to change considering changes to home values and/or rents?

It is important to note that during a sharp decline in housing values from 2006-2012 (\$268,200 - \$161,000), the median monthly owner cost for City of Hollywood residents remained above 30%. Housing values are on the rise again. Therefore, renter demand is likely to continue to increase and further complicate the cost burden situation for low and moderate income families.

How do HOME rents / Fair Market Rent compare to Area Median Rent? How might this impact your strategy to produce or preserve affordable housing?

The current HOME and Fair Market Rents encourage the investment into development. At the current HOME rent rate, it is plausible to build rental properties capable of sustaining themselves with the rents garnered from HOME eligible families.

Discussion:

Historically and currently, housing is un-affordable to the low and moderate income population. The provision of an affordable housing rental and ownership product shall be necessary for the foreseeable future to relieve pervasive housing cost burden and lack of housing repair.

MA-20 Housing Market Analysis: Condition of Housing – 91.210(a)

Introduction

Over 80% of the occupied housing stock was built prior to 1980. A little less than half (45%) of the owner occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities and more than half (57%) of the renter-occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities. Efforts to address the housing conditions through rehabilitation have been successful for owner-occupied units. The City of Hollywood housing rehabilitation program has been one of the most popular programs that the city has undertaken. However, the rental rehabilitation program has not been successful. Landlords have been hesitant to adhere to the funding requirements.

Definitions

Standard Condition - Meets HUD Housing Quality Standards and City of Hollywood Code of Ordinances

Substandard but suitable for Rehabilitation - A home that does not meet HUD Quality Standards or City of Hollywood Code or Ordinances is in poor condition and is both structurally and financially feasible to rehabilitate.

Condition of Units

Condition of Units	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
With one selected Condition	16,222	44%	11,506	54%
With two selected Conditions	456	1%	886	4%
With three selected Conditions	147	0%	61	0%
With four selected Conditions	0	0%	0	0%
No selected Conditions	19,966	54%	9,054	42%
Total	36,791	99%	21,507	100%

Table 7 - Condition of Units

Data Source: 2006-2010 ACS

Year Unit Built

Year Unit Built	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
2000 or later	1,001	3%	1,250	6%
1980-1999	5,523	15%	4,133	19%
1950-1979	28,486	77%	14,205	66%
Before 1950	1,781	5%	1,919	9%
Total	36,791	100%	21,507	100%

Table 8 – Year Unit Built

Data Source: 2006-2010 CHAS

Risk of Lead-Based Paint Hazard

Risk of Lead-Based Paint Hazard	Owner-Occupied		Renter-Occupied	
	Number	%	Number	%
Total Number of Units Built Before 1980	30,267	82%	16,124	75%
Housing Units build before 1980 with children present	760	2%	18,970	88%

Table 9 – Risk of Lead-Based Paint

Data Source: 2006-2010 ACS (Total Units) 2006-2010 CHAS (Units with Children present)

Vacant Units

	Suitable for Rehabilitation	Not Suitable for Rehabilitation	Total
Vacant Units	0	0	0
Abandoned Vacant Units	0	0	0
REO Properties	0	0	0
Abandoned REO Properties	0	0	0

Table 10 - Vacant Units

Data Source: 2005-2009 CHAS

Need for Owner and Rental Rehabilitation

Owner Rehabilitation - A little less than half (45%) of the owner occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities. Also, 77% of the City of Hollywood ownership units were built between 1950 and 1979. Finally, the City of Hollywood has operated a Housing Rehabilitation program in the past and has recently re-vamped and re-opened the program again. Interest in the program has always been great and continues to be so. The waiting list to participate in the City of Hollywood Housing Rehabilitation program is 200 persons long.

Rental Rehabilitation - More than half (57%) of the renter-occupied units have a condition of cost burden, overcrowding or lacks complete plumbing or kitchen facilities. Also, 66% of the City of Hollywood rental units were built between 1950 and 1979. The City of Hollywood has operated a Rental Rehabilitation Program in the past. There was very little interest from landlords in the program. Landlords did not want to be constrained by government requirements.

Estimated Number of Housing Units Occupied by Low or Moderate Income Families with LBP Hazards

The Department of Housing and Urban Development published the American Healthy Homes Survey in April of 2011. The survey finds the percentage of probability of the presence of lead-based paint per

time range. For example, the study finds that 7% of homes built from 1978 to 1998 have the presence of lead-based paint as opposed to 87% of housing units built prior to 1940. Staff has used the study's data, the 2012 American Community Survey 1-Year estimate numbers and the percentage of low-income households to determine that 11,488 housing units occupied by low or moderate income families have the presence of lead-based paint.

Discussion

No further discussion necessary.

MA-25 Public and Assisted Housing – 91.210(b)

Introduction:

The Hollywood Housing Authority administers both a public housing and Section 8 housing voucher program. The housing authority owns and manages 2 public housing projects which contain 120 affordable rental units. It also administers 800 Section 8 housing vouchers and has a 500 person waiting list for vouchers and a 250 person senior waiting list for Public Housing sites. The Hollywood Housing Authority has routinely scored as a high performing Housing Authority, most recently scoring a 91 out of 100 on the most recent evaluation. The physical condition of the Hollywood Housing Authority public housing units have historically been very good. In addition, the Hollywood Housing Authority has constructed affordable rentals using Low income Tax Credits and using Neighborhood Stabilization Program funds in partnership with the City. To service the accessibility needs the 250 seniors on the waiting list typically require lowered ovens and walk-in/wheel-in showers.

Totals Number of Units

	Program Type								
	Certificate	Mod-Rehab	Public Housing	Vouchers					
				Total	Project -based	Tenant -based	Special Purpose Voucher		
							Veterans Affairs Supportive Housing	Family Unification Program	Disabled *
# of units vouchers available	0	229	374	5,578	0	5,578	589	1,838	975
# of accessible units									
*includes Non-Elderly Disabled, Mainstream One-Year, Mainstream Five-year, and Nursing Home Transition									

Table 11 – Total Number of Units by Program Type

Data Source: PIC (PIH Information Center)

Describe the supply of public housing developments:

Describe the number and physical condition of public housing units in the jurisdiction, including those that are participating in an approved Public Housing Agency Plan:

There are two public housing developments in the City of Hollywood. Both complexes are owned by the Hollywood Housing Authority. They are Driftwood Apartments a 90 unit senior housing complex and Apollo Apartments a 30 unit large family complex.

Public Housing Condition

Public Housing Development	Average Inspection Score
Driftwood Apartments	91
Apollo Apartments	91

Table 12 - Public Housing Condition

Describe the restoration and revitalization needs of public housing units in the jurisdiction:

The Hollywood Housing Authority continues to maintain units with high efficiency. However, like any high impact large family rentals constant maintenance is required due to typical high usages. Like all participants in the affordable housing community, the Hollywood housing Authority constantly is seeking additional funding to better serve its population.

Describe the public housing agency's strategy for improving the living environment of low- and moderate-income families residing in public housing:

The Hollywood Housing Authority has systematically focused on providing effective financial management, an open and productive relationship with the City of Hollywood and maintaining good physical conditions of the property. In addition, the Hollywood Housing Authority seeks to work in conjunction with public and private sector organizations, in order to conduct programs for residents to reach self-sufficiency.

Discussion:

No further discussion necessary.

MA-30 Homeless Facilities and Services – 91.210(c)

Introduction

The Broward County Continuum of Care reports facilities in Broward County that include 3,625 Year round beds.

Facilities and Housing Targeted to Homeless Households

	Emergency Shelter Beds		Transitional Housing Beds	Permanent Supportive Housing Beds	
	Year Round Beds (Current & New)	Voucher / Seasonal / Overflow Beds	Current & New	Current & New	Under Development
Households with Adult(s) and Child(ren)	338	647	862	571	0
Households with Only Adults	571	0	836	802	0
Chronically Homeless Households	0	0	0	0	0
Veterans	0	0	0	0	0
Unaccompanied Youth	20	0	25	0	0

Table 13 - Facilities and Housing Targeted to Homeless Households

Data Source Comments:

Describe mainstream services, such as health, mental health, and employment services to the extent those services are used to complement services targeted to homeless persons

The City of Hollywood Department of Community and Economic Development stays abreast of the various services being offered throughout the City, particularly those having to do with employment opportunities and/or readiness. The Social Service Coordinator is charged with pre-screening clients for any opportunities available for the target community that aid in the prevention of homelessness or re-entry. Said opportunities may include but not be limited to foreclosure prevention, job placement, job training, training in employability skills, utility relief, low cost rentals, child care subsidies, after-school tutoring, caregiver services, etc.

List and describe services and facilities that meet the needs of homeless persons, particularly chronically homeless individuals and families, families with children, veterans and their families, and unaccompanied youth. If the services and facilities are listed on screen SP-40 Institutional Delivery Structure or screen MA-35 Special Needs Facilities and Services, describe how these facilities and services specifically address the needs of these populations.

The City of Hollywood employs a Social Service Coordinator that pre-screens clients of the CoC for appropriate services.

Emergency Shelter for Households with Children - Beds (1,467) Units (60)

- Beds - Broward House Medical Respite, Broward Outreach Center Homeless Assistance, Broward Partnership for the Homeless, HOPE South Florida Women in Distress.
- Units - Broward Outreach Center, Broward Partnership for the Homeless, HOPE South Florida, Women in Distress.

Emergency Shelter for Households w/o Children - Beds (936)

- Beds - Broward House Medical Respite, Broward Outreach Center Homeless Assistance, Broward Partnership for the Homeless, Covenant House, Ft. Lauderdale Retirement, Salvation Army.

Emergency Shelter for Households with Only Children - Beds (20)

- Beds - Lutheran Services

Emergency Shelter Overflow Beds - Beds (447)

- Beds - Broward House, COSAC Foundation, HOPE South Florida, The Salvation Army

Supportive Housing w/o Children - Beds (35)

- Beds - Henderson Behavioral Health Center

Permanent Supportive Housing for Households with Children - Beds (441) Units (130)

- Beds - Broward County Housing Authority, Hollywood Housing Authority, Broward Housing Solutions, Volunteers of America
- Units - Broward County Housing Authority, Hollywood Housing Authority, Broward Housing Solutions, Volunteers of America

Permanent Supportive Housing for Households w/o Children - Beds (802)

- Beds - Broward House, Broward County Family Success Program, Broward County Housing Authority, Hollywood Housing Authority, Broward Housing Solutions, Henderson Behavioral Health Center, Volunteers of America

Transitional Housing for Households with Children - Beds (487) Units (155)

- Beds - Broward County Family Success Program, Broward Outreach Center, Covenant House, HOPE South Florida, Mount Olive Development Corp., Susan B. Anthony, The Salvation Army
- Units - Broward County Family Success Program, Broward Outreach Center, Covenant House, HOPE South Florida, Mount Olive Development Corp., Susan B. Anthony, The Salvation Army

Transitional Housing for Households w/o Children - Beds (826)

- Beds - Broward County Elderly and Veterans Division, Broward County Family Success Program, Broward House, Broward Outreach Center, Covenant House, Faith Farm, Fellowship Living Facilities, Foundations of South Florida, Henderson Mental Health, HOPE South Florida, Jireh Outreach, Keystone Halls, Lutheran Services, Mount Olive Development Corp., Shadowood, Teen Challenge, Susan B. Anthony, The Salvation Army, Vets New Life Haven.

Transitional Housing for Households with Only Children - Beds (25)

- Beds - Covenant House and Broward Housing Solutions

Agencies that target the HIV/AIDS Special Needs Community with counseling and housing are - Broward House, Mount Olive Development Corp., and Shadowood

Agencies that target the Veteran Community are - HOPE South Florida and Vets New Life Haven

MA-35 Special Needs Facilities and Services – 91.210(d)

Introduction

The City primarily addresses the needs of the Special Needs Community through the employ of a Social Service Coordinator that is knowledgeable of the regional services offered for the Homeless and Non-homeless the Special Needs Community. The Social Service Coordinator makes referrals to agencies in the region for particular needs. However, the City funds agencies that provide employment training for persons who are not homeless but have other special needs as an expansion of economic opportunity. This may also include employment support services to aid persons re-entering the workforce. The City expects that many of the non-employment training activities may be funded by City of Hollywood General Fund as part of its Social Service allocation. The City shall also provide Tenant Based Rental Assistance (TBRA) to special needs persons who are at risk of being homeless in an effort to reduce the Cost Burden Issues as explained in detail in the Housing Needs Assessment. Also, the City of Hollywood receives State Housing Initiatives Partnership (SHIP) funds. A set-aside (20%) of SHIP funds shall be dedicated to persons with physical or mental disabilities.

Including the elderly, frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol or other drug addictions, persons with HIV/AIDS and their families, public housing residents and any other categories the jurisdiction may specify, and describe their supportive housing needs

The City addresses the needs of the Special Needs Community through the employ of a Social Service Coordinator that is knowledgeable of the regional services offered for the Homeless and Non-homeless the Special Needs Community. The Social Service Coordinator makes referrals to agencies in the region for particular needs. Many of the agencies contacted are agencies that are funded through the City's CDBG Public Service allocation and the City of Hollywood general fund allocation.

Describe programs for ensuring that persons returning from mental and physical health institutions receive appropriate supportive housing

The City of Hollywood Social Service Coordinator is the first point of contact for those seeking appropriate supportive housing.

Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. 91.315(e)

In the immediate future the City intends to continue its referral services through the Social Service Coordinator and using CDBG to fund agencies that provide employment training for persons who are not homeless but have other special needs as an expansion of economic opportunity. This may also include employment support services to aid persons re-entering the workforce. The City shall also provide Tenant Based Rental Assistance (TBRA) to special needs persons who are at risk of being homeless in an effort to reduce the Cost Burden Issues as explained in detail in the Housing Needs Assessment.

For entitlement/consortia grantees: Specify the activities that the jurisdiction plans to undertake during the next year to address the housing and supportive services needs identified in accordance with 91.215(e) with respect to persons who are not homeless but have other special needs. Link to one-year goals. (91.220(2))

In the immediate future the City intends to continue its referral services through the Social Service Coordinator and using CDBG to fund agencies that provide employment training for persons who are not homeless but have other special needs as an expansion of economic opportunity. This may also include employment support services to aid persons re-entering the workforce. The City expects that many of the non-employment training activities may be funded by City of Hollywood General Fund as part of its Social Service allocation. The City shall also provide Tenant Based Rental Assistance (TBRA) to special needs persons who are at risk of being homeless in an effort to reduce the Cost Burden Issues as explained in detail in the Housing Needs Assessment. Also, the City of Hollywood receives State Housing Initiatives Partnership (SHIP) funds. A set-aside (20%) of SHIP funds shall be dedicated to persons with physical or mental disabilities.

MA-40 Barriers to Affordable Housing – 91.210(e)

Describe any negative effects of public policies on affordable housing and residential investment.

The City of Hollywood has developed an Analysis of Impediments that did not point out any public policies as having a negative effect on affordable housing and/or residential investment. In addition, as required as a recipient of State Housing Initiative Partnership funds, the City of Hollywood has instituted the Affordable Housing Advisory Committee (AHAC) that reviews in any policy changes to advise the City Commission on any policies that may have a negative effect on affordable housing development.

MA-45 Non-Housing Community Development Assets – 91.215 (f)

Introduction

The Non-Housing Community Development Assets are centered on the Department of Community and Economic Development which has been created to focus on economic development initiatives as a priority. The Department recruits businesses to the City and makes efforts to retain desirable businesses in the area. To support these efforts, the Department has been charged with creating and funding workforce development and education activities. Activities that support these efforts increase the probability of employment of Hollywood residents in the major employment sectors of the City. The major employment sectors within the City of Hollywood are; Arts, Entertainment, Accommodations; Education and Healthcare Services; and Retail Trade.

The Arts, Entertainment, Accommodations; and Retail Trade; business sectors are a geographical reality to the region and often represent first jobs and re-entry jobs. Unfortunately, there are slightly more workers than jobs in both business sectors. Therefore, the City seeks to continue to recruit businesses to the area that can employ people in that worker market. Also, the City is creating activities that further train workers in particularly the Retail sector so that the City will aid in the production of a labor force that most attractive to that business sector.

Unlike the other major business sectors within the City, the Education and Healthcare sector has slightly more jobs than workers. In addition to the major business sector of Education and Healthcare, there are smaller business sectors that have of shortage of workers: Finance, Insurance, and Real Estate; Other Services; and Professional, Scientific and Management Services. Although the smaller business sectors combined only represent 31% of the total jobs available, they aid in highlighting the need for a labor force with a high percentage of workers with Bachelor Degrees and higher. Therefore, the City seeks to improve the educational prowess of the younger residents so that their performance is increased in the areas of Science, Technology, Engineering and Math (STEM).

Economic Development Market Analysis

Business Activity

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Agriculture, Mining, Oil & Gas Extraction	232	30	1	0	-1
Arts, Entertainment, Accommodations	7,193	6,875	16	15	-1

Business by Sector	Number of Workers	Number of Jobs	Share of Workers %	Share of Jobs %	Jobs less workers %
Construction	2,291	2,018	5	4	-1
Education and Health Care Services	7,381	7,709	17	17	0
Finance, Insurance, and Real Estate	4,132	4,981	9	11	2
Information	1,138	867	3	2	-1
Manufacturing	2,100	1,749	5	4	-1
Other Services	2,379	3,405	5	8	3
Professional, Scientific, Management Services	4,562	5,350	10	12	2
Public Administration	214	30	0	0	0
Retail Trade	7,737	6,943	17	15	-2
Transportation and Warehousing	2,104	2,553	5	6	1
Wholesale Trade	3,103	2,473	7	5	-2
Total	44,566	44,983	--	--	--

Table 14 - Business Activity

Data Source: 2006-2010 ACS (Workers), 2010 Longitudinal Employer-Household Dynamics (Jobs)

Labor Force

Total Population in the Civilian Labor Force	77,466
Civilian Employed Population 16 years and over	70,083
Unemployment Rate	9.53
Unemployment Rate for Ages 16-24	26.22
Unemployment Rate for Ages 25-65	6.65

Table 15 - Labor Force

Data Source: 2006-2010 ACS

Occupations by Sector	Number of People
Management, business and financial	15,575
Farming, fisheries and forestry occupations	3,007
Service	7,848
Sales and office	13,363
Construction, extraction, maintenance and repair	7,728
Production, transportation and material moving	4,113

Table 16 - Occupations by Sector

Data Source: 2006-2010 ACS

Travel Time

Travel Time	Number	Percentage
< 30 Minutes	38,577	59%
30-59 Minutes	22,009	33%
60 or More Minutes	5,211	8%
Total	65,797	100%

Table 17 - Travel Time

Data Source: 2006-2010 ACS

Education:

Educational Attainment by Employment Status (Population 16 and Older)

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Less than high school graduate	5,282	794	2,709
High school graduate (includes equivalency)	16,692	1,770	5,997
Some college or Associate's degree	17,280	1,779	4,248

Educational Attainment	In Labor Force		Not in Labor Force
	Civilian Employed	Unemployed	
Bachelor's degree or higher	19,543	999	3,118

Table 18 - Educational Attainment by Employment Status

Data Source: 2006-2010 ACS

Educational Attainment by Age

	Age				
	18–24 yrs	25–34 yrs	35–44 yrs	45–65 yrs	65+ yrs
Less than 9th grade	239	380	443	1,713	2,410
9th to 12th grade, no diploma	2,374	1,382	1,760	3,107	3,062
High school graduate, GED, or alternative	3,757	5,719	5,563	13,258	7,115
Some college, no degree	3,004	3,968	4,160	7,895	3,571
Associate's degree	833	1,494	1,936	3,854	788
Bachelor's degree	1,096	4,145	4,836	6,505	2,706
Graduate or professional degree	55	1,530	2,370	4,349	1,507

Table 19 - Educational Attainment by Age

Data Source: 2006-2010 ACS

Educational Attainment – Median Earnings in the Past 12 Months

Educational Attainment	Median Earnings in the Past 12 Months
Less than high school graduate	22,146
High school graduate (includes equivalency)	25,647
Some college or Associate's degree	32,409
Bachelor's degree	42,454
Graduate or professional degree	60,592

Table 20 – Median Earnings in the Past 12 Months

Data Source: 2006-2010 ACS

Based on the Business Activity table above, what are the major employment sectors within your jurisdiction?

The major employment sectors within the City of Hollywood are; Arts, Entertainment, Accommodations; Education and Healthcare Services; and Retail Trade.

Describe the workforce and infrastructure needs of the business community:

The major need of businesses in the Arts, Entertainment, Accommodations; and Retail Trade employment sectors is a labor force trained in customer service with excellent communication skills and a dependable work ethic.

As of late the Education and Healthcare community have teamed to seek to support activities that aid in the creation of a labor force trained in Science Technology Engineering and Math (STEM) to accommodate the needs of the Healthcare System.

Describe any major changes that may have an economic impact, such as planned local or regional public or private sector investments or initiatives that have affected or may affect job and business growth opportunities during the planning period. Describe any needs for workforce development, business support or infrastructure these changes may create.

Since the development of the Department of Community and Economic Development, the City has focused heavily on recruiting business and sponsoring workforce training initiatives. It is expected that these efforts shall create a positive business environment and spur job growth.

How do the skills and education of the current workforce correspond to employment opportunities in the jurisdiction?

Thirty-Three percent (33%) of the Hollywood labor force has a bachelor's degree or higher and 71% of the population with a degree is between those ages of 18 and 44 years of age. Greater than half of the employed workforce have occupations in the management, business, financial; and/or; sales and office; occupation sectors. The largest share of workers are employed in the Arts, Entertainment, Accommodations (15%); Education and Healthcare Services (15%); and Retail Trade (16%) Business sectors. In Arts, Entertainment, Accommodations there are 1% less jobs than workers, in Retail Trade there are 2% less jobs than workers, and in Education and Healthcare there are 1% more jobs than workers. There are other business sectors that have of shortage of workers: Finance, Insurance, and Real Estate (2% more jobs than workers); Other Services (2% more jobs than workers); and Professional, Scientific and Management Services (2% more jobs than workers). Although these sectors combined only represent 31% of the total jobs available, they aid in highlighting the need for a labor force with a high percentage of workers with Bachelor Degrees and higher particularly in the STEM fields. Based on the data, it is important to improve the educational attainment of City of Hollywood residents in order to fill vacant positions that require bachelor's degree or higher and to continue recruitment of businesses to the City to create more job opportunities.

Describe any current workforce training initiatives, including those supported by Workforce Investment Boards, community colleges and other organizations. Describe how these efforts will support the jurisdiction's Consolidated Plan.

The City of Hollywood is undertaking activities that support workforce training and education. One such activity was the Boomers Experience and Skills Team (BEST) training workshops that used retired volunteers to aid those seeking employment in job search and interview skills. The BEST program also conducted a job fair that was attended by over 500 participants and 25 potential employers. Another activity is the Hollywood Retail Academy Program set to begin in August of 2014. The Retail Academy Program is a partnership between Sheridan Technical Center and the City of Hollywood using a 40-hour interactive instructor-led curriculum developed by the National Retail Federation Foundation. The training and curriculum aligns with industry-driven skill standards and is aimed at building skills and knowledge of entry-level to supervisory frontline workers.

Does your jurisdiction participate in a Comprehensive Economic Development Strategy (CEDS)?

No

If so, what economic development initiatives are you undertaking that may be coordinated with the Consolidated Plan? If not, describe other local/regional plans or initiatives that impact economic growth.

Discussion

No further discussion necessary.

MA-50 Needs and Market Analysis Discussion

Are there areas where households with multiple housing problems are concentrated? (include a definition of "concentration")

Because housing problems generally subside with income, it is reasonable to assume that low-income areas have a greater number of households with housing problems.

Are there any areas in the jurisdiction where racial or ethnic minorities or low-income families are concentrated? (include a definition of "concentration")

There are areas where racial or ethnic minorities are concentrated. For the purposes of this plan an "Area of Minority Concentration" is defined as 30% or greater of the overall population of a particular Census Tract. The areas of minority concentration by Census Tract are: 805, 904.03, 911, 912.01, 912.02, 914, 918.01, and 918.02. The Census Tract with the highest percentage Black/African Americans is CT 805. The Census Tract with the highest percentage of Hispanics is CT 912.01. The American Indian/Alaskan Native and Asian populations are evenly spread throughout the City. The Census Tract with the highest population count of Asians is CT 911. The Census Tract with the highest population count of American Indian/Alaskan Native is CT 912.01.

For the purposes of this plan Low-income Concentration is 51% or greater of a particular Block Group. The areas of low-income concentration are: CT 805 BG4; CT 901 BG 2; CT 903 BG 2,3,4,5,6; CT 904.01 BG 1,3; CT 904.02 BG 1,2,3,4; CT 905.01 BG 2; CT 906.00 BG2; CT 911.00 BG 1,2,3,4; CT 912.01 BG 1; CT 913.00 BG 2; CT 914.00 BG 1,2,3; CT 916.00 BG 1; CT 917.00 BG 4; CT 918.01 BG 1,2,3,4,5; CT 919.00 BG 1,4,5,6.

What are the characteristics of the market in these areas/neighborhoods?

The Areas of Minority Concentration generally are also Low-Income Areas. However, housing tenure varies equivalent to the general population.

Are there any community assets in these areas/neighborhoods?

The City of Hollywood has community centers throughout the City including in Areas of Minority Concentration. These centers provide meeting spaces, recreational opportunities and many have structured after-school programs.

Are there other strategic opportunities in any of these areas?

Because City run Community Centers are located in Low-Income Areas and Areas of Minority Concentration, they provide a venue for outreach and affirmative marketing of programs funded with

federal funding. Also these areas have (although very few) single family lots that are comparatively inexpensive and can be used to provide affordable homeownership opportunities.