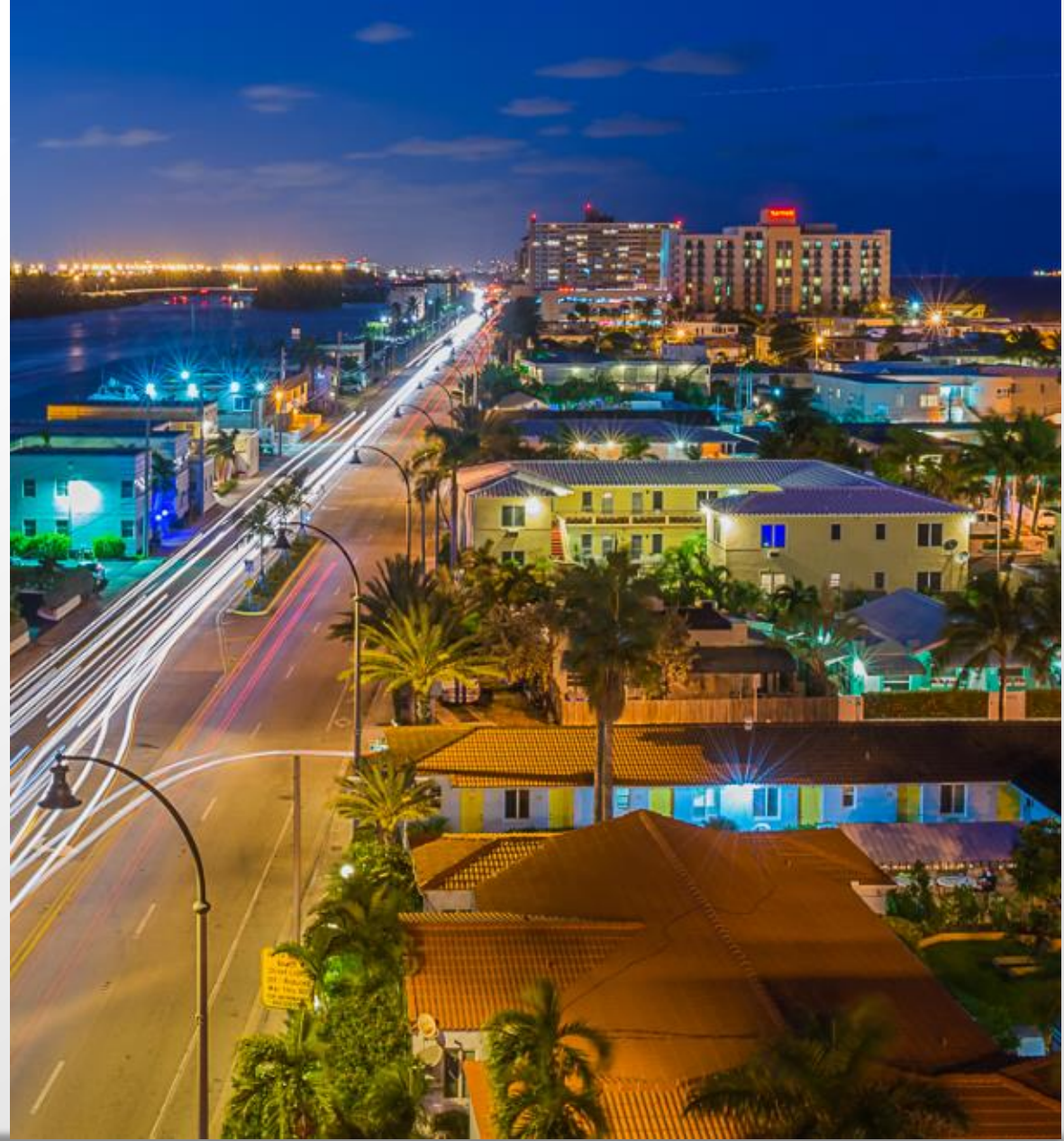




Herb Conde-Parlato  
Economic Development Manager

# Economic Development Programs

- Business Recruitment, Retention, and Expansion Program
- Commercial Corridor Redevelopment
  - Commercial Property Improvement Program
  - Corridor Assessments
  - Real Estate Development
- Entrepreneurship Programs
- Workforce Development
  - Work Skills Program



# Economic Development Partners







- Small Business Relief Grant
  - 88 Small Business Owners
- Entrepreneurial and Small Business Assistance
  - 1,151 supported through programming in FY 2022
- Familiarization Tours of Hollywood
  - 11 tours conducted in FY 2022
- Works Skills Scholarship Program
  - 3 cohorts completed

## READY TO ACCELERATE YOUR BUSINESS?

### WEBINAR SERIES: REVVING YOUR BUSINESS

This **free 4-session in-person workshop** will work as your roadmap for accelerated business growth. Learn how to turn your idea into a business concept and:

- Leverage LinkedIn to Enhance Your Business Profile
- Stand Out Online with Google's Tools
- Thrive in a Recession
- Create a Successful Website

**April 6, 13, 20, 27 • 6 to 8pm**

Pre-registration is required. Space is limited.  
[ChooseHollywoodFL.com](http://ChooseHollywoodFL.com)  
954.921.3620



## HOLLYWOOD Business Resources

## ONE-ON-ONE BUSINESS MENTORING

Online appointments for  
1-hour sessions via our  
Virtual Mentoring Office.

[www.choosehollywoodfl.com](http://www.choosehollywoodfl.com)



Broward



## City of Hollywood Free Entrepreneurship 10 Module Program

This in-depth training  
provides insights, tools,  
resources and peer  
networks to help start and  
grow a successful business.



# APPLY NOW!

[www.ChooseHollywoodFL.com](http://www.ChooseHollywoodFL.com)

**DEADLINE TO APPLY  
IS JANUARY 30**

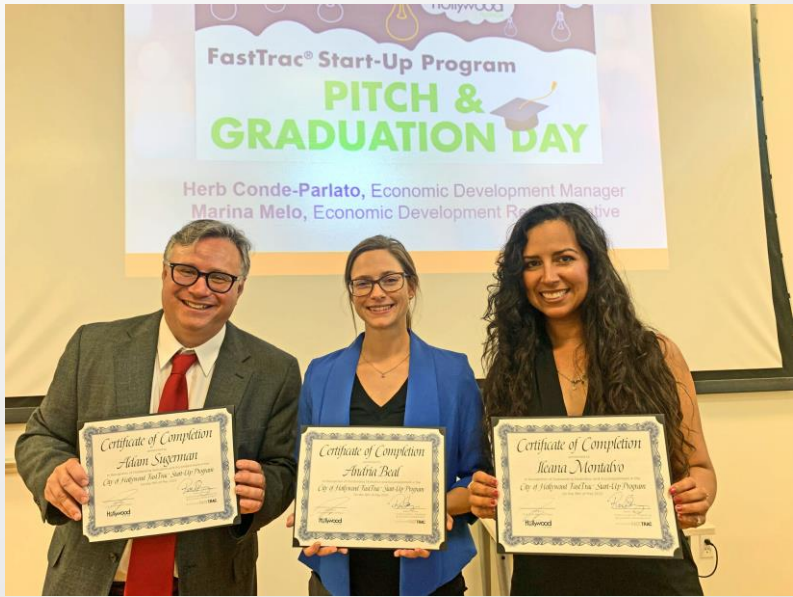
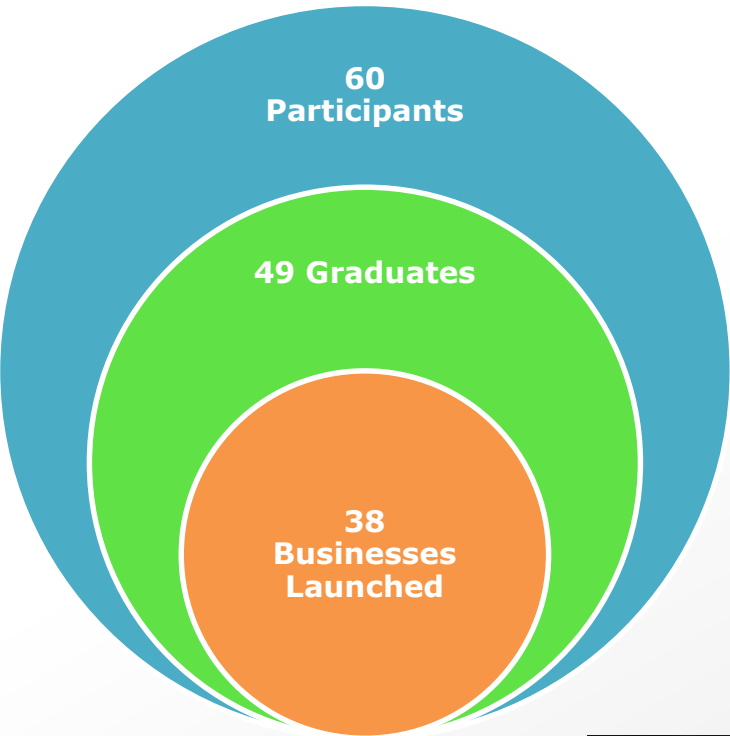
This program is application based. Space is limited.  
Priority given to Hollywood residents.





# Small Business and Entrepreneurship

KAUFFMAN **FASTTRAC**®



Results – To Date





**3 Cohorts**



**Forklift, Scissor Lift, Core Curriculum Card & OSHA Construction Certifications**



**25 Graduates**



# Commercial Property Improvement Program (CPIP)



**PROPERTY IMPROVEMENT OPPORTUNITIES**  
City of Hollywood Commercial Property Improvement Program (CPIP)

**IS YOUR COMMERCIAL PROPERTY READY FOR AN UPDATE?  
WOULD \$25,000 HELP?**

Up to **\$25,000 Reimbursement Grant** for exterior improvements:

- Painting
- Signage
- Landscaping
- Plumbing work
- Replacement of window
- Lighting
- Paving
- Electrical work
- Impact doors & windows
- A/C units with central air

Program features a percentage of the construction costs **up to \$25,000**.  
Maximum per property/property owner, funds awarded post-completion.

For more information, please call 954.921.3620 or visit [www.choosehollywoodfl.com](http://www.choosehollywoodfl.com).





# Commercial Corridor Assessment

## Existing Conditions Analysis

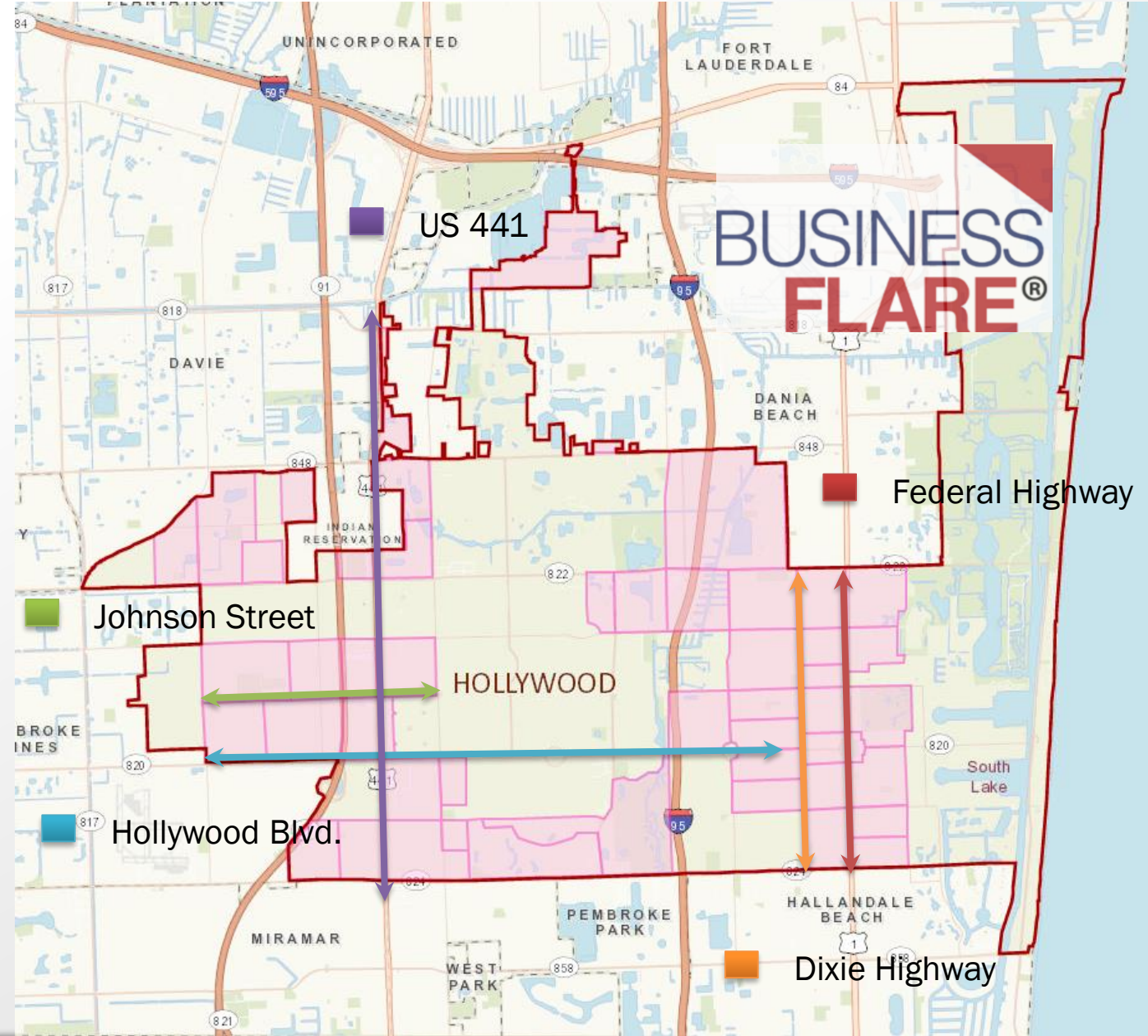
- Deliverable: Investment Driver and Foot Traffic Analysis

## Engagement

- Deliverable: Common Business Climate Themes Summary

## Opportunity Assessment

- Opportunity Assessment and Implementation Matrix





# Real Estate Marketing + Redevelopment

**Build Your Future in Florida's Hollywood**

Block 40 project under construction on the southwest section of Young Circle in Downtown Hollywood

Rendering of completed Block 40 project

Rendering of Young Circle looking east at Block 58 property development

**Investment In Hollywood Remains Strong**

- Key commercial corridors primed for redevelopment
- Two Opportunity Zones strategically positioned for business investment and redevelopment
- One-on-one concierge service to assist with individual business needs
- Information on federal, state and local business assistance
- Support for entrepreneurs and small businesses

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. Get back to business in Florida's Hollywood.

**CITY OF HOLLYWOOD FLORIDA**  
Office of Communications, Marketing & Economic Development  
954.921.3260  
[www.chooseshollywoodfl.com](http://www.chooseshollywoodfl.com)

**Find Your Future in Florida's Hollywood**

**2022 DEVELOPMENT ACTIVITY REPORT**





