



CRA Executive Director's Report, January 2016

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

A1A Traffic Calming

CRA Staff and Kimley-Horn as engineering consultant and FDOT Engineers held a meeting with the Hollywood Beach Civic Association on December 15th, 2015 to discuss the A1A Traffic Calming/Complete Streets Design in cooperation with FDOT's planned RRR project which will result in a \$1.5M savings for the CRA. This project will also be considered for a Transportation Design for Livable Communities Designation from FDOT, from Hollywood Boulevard to Sheridan Street. The designation allows for more flexible traffic engineering standards that better match the posted and design speeds along this corridor as well as take into account the CRA vision for this corridor, with more walkable sidewalks, sharrow vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to capitalize on FDOT's RRR construction project with the ability to use these funds to restripe the asphalt within the public roadway as well as remove the existing curbing in accordance with the A1A Traffic Calming Design. CRA/City Staff is also coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea St. toward the Hollywood Boulevard Bridge. The public waterfront park with a pedestrian promenade would include a water taxi stop transportation hub near Arizona St., incorporate safer pedestrian access across A1A to the community center, shaded seating areas, public art, small dog park, and other amenities that take advantage of the view corridor across the Intracoastal Waterway.

A1A Commercial Loading Zones

Staff continues to coordinate between HBBA representatives and Kimley-Horn as consultant to the CRA regarding commercial loading zones within the BCRA.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson St. which enhances the gateway to the core of the Central Business District, unifying the various transit modalities (i.e. trolley, automobile, bicycle, pedestrian, and bus) and providing visual and design cohesiveness to both residents and visitors. CRA/City Staff met with Margaritaville and representatives from the Broward MPO, FDOT, and B-Cycle. The intent is to develop a strong design which can be utilized to seek funding and grant opportunities for implementation of this project. Currently, the CRA is awaiting the FDOT grant to open as

we are ready with a full conceptual design and grant package to apply for available funding opportunities.

Tri-Rail Coastal Link Passenger Rail (TRCL)

The Tri-Rail Coastal Link (TRCL) is a planned project with a multi-agency partnership formed to establish commuter rail service, connecting 28 coastal communities along FEC's railroad corridor between Miami and Jupiter.

The TRCL project is being managed by FDOT, and their fact sheet explains the project in detail. The link for reference is: <http://tri-railcoastallinkstudy.com/faq.php>

The Project Development phase anticipated to begin in Spring 2016 will evaluate a cost-feasible Build Alternative that may result in enhanced transit service in the tri-county region. TRCL proposes passenger stations spaced 2 to 5 miles apart, consistent with average commuter rail station spacing.

The Project Development phase will involve an environmental study and technical evaluation of the Build Alternative(s) in compliance with Federal Transit Administration (FTA) requirements and all federal, state and local regulations. As part of this analysis, the Build Alternative will be refined to minimize costs and any environmental effects. During Project Development, detailed project costs and a financial plan will be developed. The station locations will be finalized and conceptual station and engineering plans will be developed for public input.

Underground Utilities Phase III

Construction work is approximately 95% complete on New Mexico, New Hampshire Thomas Streets as well as Surf Rd. from Lee St. to Thomas St., for the undergrounding of utility lines and streetscape beautification. JJW is the Contractor responsible for this project. The roadways are open to pedestrian and vehicular traffic as the project nears completion. Public Parking spaces are available at the streetends.

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

Funding has been procured for the public parking garage at the site of the old Fire Station at Nebraska and Nevada Streets, in addition to the funding for the 6 street "streetscape" project adjacent to the garage. These two projects will be constructed at the same time for construction time and cost savings. Currently the garage project is being designed and construction documents prepared. Staff will be meeting with Kaufman Lynn the CM@Risk Contractor for pre-construction services and the Arch/Engineering firm to discuss construction scheduling and value engineering. The project will be considered for variances in front of the Planning and Development Board in January, 2016.

Downtown Streetlighting Projects

CRA staff is working with the Police Department and Public Works in an effort to identify and coordinate the order of installation of lighting for the remaining eight streets. These streets

consist of Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan. In addition, CRA staff has been in contact with FPL and is currently exploring options for illuminating the alleys in the commercial core between Federal and 21st Avenues and Van Buren and Polk Streets.

Margaritaville Construction

Activities

Basulto Management Consulting, Inc. (BMC) reviewed draw request #25 and visited the jobsite in advance of the current draw request on December 11, 2015. Physical progress was verified during the site visit.

BMC's last memo recommended payment of 98% of the \$13m, at that time there were a number of elements that were pending completion including the main lobby restaurant, the Presidential Suite, the 18th floor and a few other items. At this time, BMC has confirmed completion of those elements and is recommending full payment. In addition, the Johnson Street scope is complete. The question raised regarding a \$66,240 payment to FPL has been studied and we recommend full payment on the \$5m portion of the infrastructure funding. The payment to FPL was made in 2011 (more than 2 years before the final version of the funding agreement between the CRA and the developer), this payment was related to relocation of utility poles on Michigan Street and was completed well before the developer took possession of the site to break ground on the Margaritaville project. The \$5m funding agreement between the developer and the CRA includes utility relocation however, it relates to providing power to the intracoastal side of A1A for the 5 O'clock Somewhere Bar that switched names with the Landshark Bar and Grill.

Recommendations

- CRA process the draw request and make payment as noted below, contingent on the CRA's level of comfort in developer's compliance with insurance requirements.
- Process payment to developer of \$260,000 (100% of \$13,000,000 less prior funding of 94%) for eligible construction cost.
- Process payment to developer of \$266,240 (100% of \$5,000,000 less prior funding) for eligible Johnson Street improvements.



St. Somewhere Spa is now complete and operating



Jimmy Buffet Suite is complete

TIFF Grant Programs

The CRA currently has 12 PIP/POP/HIP grants in various stages of approval or construction – one in the Downtown and 11 in the Beach district. CRA Staff meets bi-monthly with Grant applicants to review the application process and pre-qualify property and business owners.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to support the strengthening of the role of arts, culture, and creativity as we believe it is essential to Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our efforts include the Artspace proposed project and the possibility of identifying an art and or cultural long-term tenant for the ground floor of 2031 Harrison Street. In addition, staff also continues to seek, work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects. Recently, an e-mail sent from a local broker that contained inaccurate information in regard to the number of vacancies on Hollywood Boulevard was circulated. In the e-mail the broker noted there were 11 vacancies between 19th and 21st Avenues while the actual number of vacancies is six with two of the six being the result of roof/water damage. With the advent of Amazon and web-based shopping, the culture of retail has changed. Downtowns find themselves catering to niche retail markets, entertainment and restaurants. It is no longer about shopping, but more so the shopping experience. New businesses are popping up that offer both food and product and new forms of entertainment, such as room escape entertainment centers are becoming more and more popular. New residential, such as Block 55 and H3 will increase our critical mass and attract new businesses, restaurants and services. The increase of office product will help secure daytime populations and create activity.

Ambit Advertising designed the the CRA's Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the "creative class," office tenants, and unique retail establishments to the area. Staff worked diligently with

Ambit to create a robust marketing program that includes electronic, print, billboard and other media platforms. During the month of December the CRA office received three leads through the WLRN advertising, one resulting in the leasing of 2,700 sq. ft. of office space to a full service advertising agency expanding their operation from Davie and one lead from the Hollywood Gazette.

Staff continues to dialog with existing and prospective property owners in regard to transforming underutilized properties into state-of-the-art residential and commercial redevelopment projects. Parcels are being assembled with the anticipation of redevelopment and developments are under construction. Communication continues with JED Developers, Kapital Group, Bedeco Inc. (2000 Van Buren Street), the Saada family, the Halpern family, FIRM Realty, David Zinn (former Entrada Motel property owner), Van Buren Hollywood LLC (recently purchased 2001-2025 Van Buren Street) and other property owners, as well as international and domestic property owners and investors in regard to redevelopment projects located in Downtown Hollywood and Hollywood Beach.

Block 55 / Hollywood Circle Photos:





H3 Progress:



Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 15 Certificates of Use in November and 22 Certificates of Use in December:

November 2015

1. Florida Resort Exchange, 349 Johnson Street (vacation package sales – kiosk inside of Wings)
2. Optima US Investments, 2028 Street #107 –A (office)
3. South Beach Languages, 1915 Hollywood Boulevard (office)
4. Carlos Henao Auto Body, 540 S. Dixie Highway (auto body repairs)
5. Raja Home and Fashion, LLC, 601 N. 21st Avenue (retail/wholesale textiles)
6. Etna Restaurant, 2751 South Ocean Drive (restaurant)
7. Loviing Care Adult Day Care Centers, 2001 Polk Street (adult day care / ALF)
8. Thrive LLC, 2000 Harrison Street, Suite #7 (café and fitness studio)
9. Rejuvenia, Inc., 230 N. Dixie Hwy. #33 (spa, waxing, facials)
10. Little Flower Catholic Church, 1805 Pierce Street (temporary sale of Christmas trees)
11. Flaires, LLC, 1000 N. Broadwalk #3 (retail – luggage & accessories)
12. Corporam, LLC, 230 N. Dixie Hwy #32 (retail/wholesale sales)
13. Logans Beach Bar, LLC, 200 N. Broadwalk (restaurant)
14. Rent Smart Hollywood Corp., 128 N. Dixie Hwy (office)
15. DIFX Solutions, Inc., 1918 Harrison Street #205 (office)

December 2015

1. High Performance Guru, 1AF TaeKwondo Center, 2110 Lincoln Street (martial arts)
2. Hanoy Holding Limited, 2028 Harrison Street #107A (office)
3. Optima US Investments, 2028 Harrison Street #107-A (office)
4. Perrone's Cucina Italiano, 1885 Hollywood Blvd. (restaurant)
5. Nautica GM-USA, Inc., 417 S 21st Avenue (marine retail and repair)
6. Strawberry Cream, 1814 Harrison Street (restaurant / bakery / retail)
7. XGalleries, LLC X-Phobia, 2028 Harrison Street #203 (entertainment center, escape room)
8. Sonny Salon & Spa, 2029 Harrison Street (hair salon and spa)
9. Ireit Inc, dba GMA Realty, 1937 Harrison Street (office)
10. DES Investment Group dba Cabo Blanco Restaurant, 1936 Hollywood Blvd. (restaurant)
11. Hollywood Motors, Inc., 500 N. Dixie Hwy. #7 (auto sales)
12. Aquasho Ocean Blu, 1000 N. Broadwalk (retail – clothing)
13. Wewe's Bakery, 327 Johnson Street (bakery)
14. 5 Star Cuts – A Vizionary Dream, 323 S. 21st Avenue (service – barber)
15. Casa Pellegrino Boutique Hotel, 2007 N. Ocean Drive (hotel)
16. Stanford Trident, Inc., 2042 Hollywood Blvd. (entertainment center, escape room)
17. Awakening House of Prayer, 1948 Tyler Street (prayer center)
18. Dan Kennedy, 1628 Polk Street (rental property owner)

19. Danimax, Inc. dba Caravan Grill, 1917 E. Young Circle (restaurant)
20. Unlimited Auto Body Shop, 540 S. Dixie Hwy (auto repair and paint)
21. 1833 Lincoln Street Apartments, 1833 Lincoln Street (property owner)
22. 1837 Lincoln Street Apartments, 1837 Lincoln Street (property owner)

Murals / Public Art Initiatives

The Ernesto Maranje mural at 1926 Harrison Street has been completed as well as the murals by Logan Hicks at 113 South 20th Avenue and Kenny Scharf at 2019 Hollywood Boulevard. The TM Sisters' "Sunset Mural" on the Radius Parking Garage has been scheduled for February.

Maintenance

Downtown - In November, Block By Block staff removed 324 graffiti tags from public property, collected 5,401 lbs. of litter, collected 377 palm fronds and returned 8 shopping carts to their place of origin. Additionally, 23 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

In December, Block By Block staff removed 325 graffiti tags from public property, collected 5,861 lbs. of litter, collected 393 palm fronds and returned 8 shopping carts to their place of origin. Additionally, 30 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In November, 1,883 operational hours were clocked by beach maintenance staff. Of those hours, 1,344 were dedicated to trash removal from the beach, 41 hours were spent maintaining the restrooms and 84 hours were spent cleaning the shower areas. Approximately 37 graffiti tags and stickers were removed.

In December, 2,015 operational hours were clocked by beach maintenance staff. Of those hours, 1,412 were dedicated to trash removal from the beach, 46 hours were spent maintaining the restrooms and 81 hours were spent cleaning the shower areas. Approximately 36 graffiti tags and stickers were removed.

Code Enforcement

CRA staff meets with enhanced service CRA Code Enforcement officers and the COH Code Enforcement Manager on a weekly basis, and attends the monthly Special Magistrate hearing. The CRA Redevelopment & Operations Manager also regularly meets with the COH legal advisor overseeing Code Enforcement in regard to lien imposition hearings and egregious or more complicated cases. CRA staff, in working with Legal, has identified at least four properties that are running very high liens and or have been foreclosed upon by a bank. Ripe for redevelopment, if acquired by a progressive developer, these properties

could be consolidated and transformed from problematic eyesores into attractive tax generating commercial properties.

The CRA staff works closely with both the CRA and City of Hollywood Code officers in an effort to address Code Enforcement related issues within the CRA Districts. The following statistics only reflect the CRA Enhanced level of Code Enforcement.

In November, in the Beach District, 19 on-view violations were issued, 5 complaints were addressed and 37 re-inspections were conducted. In the Downtown District, 34 on-view violations were issued, 1 complaint was addressed and 61 re-inspections were conducted.

In December, in the Beach District, 23 on-view violations were issued, 3 complaints were addressed and 20 re-inspections were conducted. In the Downtown District, 43 on-view violations were issued, 2 complaints were addressed and 73 re-inspections were conducted.

Staff continues to prioritize property standards and work with business and property owners located within the CRA Districts in an effort to obtain voluntary compliance.

Transportation Initiatives / Hollywood Trolley

November 2015 Hollywood Trolley ridership was 7,300. The Beach Line had 1,491 passengers, the Downtown/Beach South line had 3,496 passengers and the Downtown/Beach North line had 2,313 passengers.

December 2015 Hollywood Trolley ridership was 7,490. The Beach Line had 1,105 passengers, the Downtown/Beach South line had 3,723 passengers and the Downtown/Beach North line had 2,662 passengers. The permanent propane fueled trolleys are now up and running.

November 2015 Train to Trolley ridership was 457 passengers and December 2015 ridership was 687 passengers. CRA Marketing staff is planning on executing a marketing campaign in February 2016 to build ridership and awareness.

Lifeguard Towers

CRA staff is coordinating with the City's Beach Safety, Public Works, and Procurement departments to replace the lifeguard towers on Hollywood Beach. Staff has visited lifeguard towers in other municipalities such as Sunny Isles and Miami Beach to research available options. We will be working with the City to issue an RFP for design and fabrication services for the lifeguard towers within the beach CRA district in early 2016.

Marketing and Visitor Services

Social Media

Twitter 22 new organic followers; Instagram 50 new organic followers; Facebook 73 new organic likes; average engagement 541 people, average of 17,000 average total impressions for November 2015.

Twitter 29 new organic followers; Instagram 66 new organic followers; Facebook 73 new organic likes; average engagement 1,418 people, average reach 821 people daily, average of 46,708 average total impressions for December 2015.

Let's Get Hollywood on the Map

Downtown Hollywood, FL has 33% of businesses on the map, 24% are incomplete and 22% need to be created.

Visitor Services

The Visitor Information Center assisted a total of 1,916 guests in November and 2,199 guests in December. Visitor Services staff continue to connect and support local businesses, restaurants and hoteliers by providing information about Hollywood Happenings, meetings and other opportunities available in Hollywood.

Tourism Leads

In December we processed leads from Weekly Reader (140), Bridal Guide (1) and Undiscovered FL (243). We respond to these leads by providing mailings of our Visitor's Map & Dining guides. Total leads processed in the year 2015: Weekly Reader (1157), Bridal Guide (14), FL GLBT (3198) and Undiscovered Florida (490) = Grand total 4,859 leads.

Survey: International Visitors by County of Origin

In November we welcomed guests from 14 different countries. Canadians, especially from the Province of Quebec, accounted for the majority of our International Visitors. Compared to last year's figures, we welcomed a higher number of guests from Switzerland.

- Canada 83.90%
- UK 3.72%
- Switzerland 2.79%
- Argentina 2.17%

28.35% of the Visitors surveyed were staying at a local Hotel

71.65% of the Visitors surveyed were not staying at a local Hotel

In December we welcomed guests from 21 different countries. Compared to last year, our December figures show a decline of 20.22% in the number of guests from Canada. Two factors seem to influence this decline: a strong dollar (currently 1.3850 CAD, last year 1.16 CAD) (1), and a warmer climate in Canada throughout the month of December.

- Canada 81.92%
- France 3.13%
- U.K. 2.46%

- Argentina 1.79%
- Germany 1.34
- Netherlands 1.12%

26.71% of the Visitors surveyed were staying at a local Hotel

73.29% of the Visitors surveyed were not staying at a local Hotel

CRA Board Meeting Results – 12/2/2015

R-CRA-2015-55 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of November 18, 2015.

Result: Passed 7-0

R-CRA-2015-56 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The Broward Metropolitan Planning Organizations (Broward MPO) Complete Streets And Other Initiatives Program Awarded, In The Amount Of \$1,500,000.00 To Implement A Complete Streets Project On Federal Highway From Young Circle To Johnson Street For A Total Estimated Project Cost Of \$2,285,186.74; And If Successfully Awarded Committing The CRA To Fund \$785,186.74 Of The Total Project Cost Together With The Applicable Operating And Maintenance Costs Once Complete; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Funding; And Further Authorizing The CRA Executive Director To Execute Any And All Other Applicable Program Documents And Agreements.

Result: Passed 7-0

R-CRA-2015-57 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Apply For And If Awarded, Accept The Broward Metropolitan Planning Organizations (Broward MPO) Complete Streets And Other Initiatives Program Awarded, In The Amount Of \$1,500,000.00 To Implement A Complete Streets Project On Federal Highway From Washington Street To Young Circle For A Total Estimated Project Cost Of \$2,330,378.71; And If Successfully Awarded Committing The CRA To Fund \$830,378.714 Of The Total Project Cost Together With The Applicable Operating And Maintenance Costs Once Complete; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Funding; And Further Authorizing The CRA Executive Director To Execute Any And All.

Result: Passed 7-0

R-CRA-2015-58 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Attached Advertising Media Plan; And

Authorizing The Expenditure Of Funds For Said Plan In An Amount Not To Exceed \$700,000.00.

Result: Passed 7-0