



CRA Executive Director's Report, October 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, engineering consultant Kimley-Horn and FDOT Engineers have prepared a buildability set of design drawings for FDOT to include in their RRR construction project which will save the CRA approximately \$1.5M. 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, sharrows vehicular/bike lanes, lush landscape buffers and enhanced traffic calming measures. Staff is coordinating the project with FDOT to restripe the asphalt within the public roadway, remove the existing curbing in accordance with the A1A Traffic Calming Design, widen the sidewalks and plant new trees, extend the existing landscape medians as allowed, install decorative concrete pavers, install new drainage structures, and provide the conduits for new pedestrian lighting and the irrigation for new trees. In addition, FDOT will provide the conduit for the undergrounding of overhead utilities. The current design includes five lanes within the central business district and four and five lane configurations north of Cleveland Street. Five Lanes are included, a new traffic signal at Garfield Street and safer pedestrian crossings. The most updated design also includes a continuous 10'-0" wide sidewalk on the west side of SR A1A. FDOT held a public workshop on July 20th, 2016, at 6:00 PM at the Garfield Street Community Center to discuss the project with the public. Construction is anticipated to begin in August 2017. Currently City and CRA Staff are reviewing FDOT's construction cost estimate with Kimley-Horn.

A1A Linear Park

CRA/City Staff is coordinating with Kimley-Horn to develop a linear park on the west side of SR A1A along the Intracoastal Waterway from Azalea Street toward the Hollywood Boulevard Bridge. The public waterfront park with a pedestrian promenade would include a small area for public boat dock near Arizona Street and incorporate the pedestrian access across A1A. The linear park will include shaded seating areas, public art, small dog park, and other amenities that take advantage of the view corridor across the Intracoastal Waterway. Staff will be working with a coastal construction engineering company and

coordinating with the City and FDOT on this project. In addition, the City and CRA are partnering on a Broward County Boating Improvement Grant Program application.

Beach CRA Trash Compactor

The CRA's consultant analyzed the feasibility of a community trash compactor along N. Surf Road between Johnson and Minnesota Streets to assist adjacent businesses along the Broadwalk and the north side of Johnson Street. This trash compactor(s) could be sited on private property along N. Surf Road which, through an agreement could be utilized by private businesses on the north side of Johnson Street as well as along the Broadwalk. The analysis is currently under review by the City's Department of Development Services.

A1A / Johnson St. Multi-Modal Transit-Hub

CRA Staff spearheaded a conceptual design for an A1A Transit Hub at Johnson Street 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. The intent was to develop a design which can be utilized to seek funding and grant opportunities for implementation of this project. Recently, FDOT has indicated that we are in a very favorable position to receive a grant for this project.

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 time line has not been identified as there are still some unresolved indemnification and access issues between FECR (parent company of AAF) and SFRTA which were not passed in the legislature.

The Project Development phase will include 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. The preliminary analysis is looking at the availability of approximately 100 public parking spaces at the proposed station location to be used by riders. SFRTA is currently concentrating their efforts on the Miami link.

In looking ahead for a possible commuter transit system along the FEC corridor some of the important issues for us to plan now would be how we contemplate maintenance and access

agreements or the City/CRA's participation in a maintenance agreement for the station and parking component and/or a developer of a site adjacent to the proposed train station site. Of interest to the City/CRA is a \$1.25M grant which the Federal Transit Administration awarded to SFRTA to analyze TOD Planning along the FEC Corridor for TRCL.

Underground Utilities Phase III

Construction work is approximately 99% complete on New Mexico, New Hampshire, and Thomas Streets as well as Surf Road from Lee Street to Thomas Street, for the undergrounding of overhead utility lines and streetscape beautification. JJW is the Contractor responsible for this project. Three public parking spaces are available at each of these newly constructed streetends. FPL and AT&T and Comcast removed their equipment and poles.

Burkhardt Construction as the CM@Risk Contractor provided a Guaranteed Maximum Price by bidding out the remaining 13 streets of Phase III from Oklahoma to Lee Streets. The FMP was approved at the July 6th CRA Board Meeting. A community meeting will be held in early October to inform the residents regarding the upcoming construction.

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

Staff received a GMP (Guaranteed Maximum Price) from Kaufman Lynn Contractors for the planned 316 space public parking garage at Nebraska/Nevada Streets. Staff has been working with the architect and contractor over the summer to reduce costs, as the initial estimates of probably cost far exceeded the original estimated cost. The architect provided a second option for the parking garage without the retail space. Both options including associated costs will be presented to the Board in October.

Neighborhood and Alley Streetlighting Project

The streets selected were coordinated with input from the CRA and Police Department: Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. Pierce and Buchanan Street lighting is currently being awarded to Imperial Electric (the low bid contractor). Construction will commence mid- September 2017 and will last for 90 days. The remaining 6 block bid will be evaluated mid – September 2017, and be brought forth for CRA Board consideration in November 2016.

Downtown Streetscape Enhancements

The CRA's consultant, Kimley-Horn is working on design drawings for the festoon lighting and landscape design along Hollywood Boulevard. The final design will be brought forth to the CRA Board for their review prior to the project being bid.

TIFF Grant Programs

The CRA currently has 14 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 2 in the Downtown CRA Area and 12 in the Beach CRA Area, ranging from serious inquiry and

application to the completion of construction and in the reimbursement process.


The CRA Staff conducts two Grant Workshops per month in order to meet with potential applicants to review the application process and pre-qualify interested property and business owners.

Business Recruitment, Retention, Expansion & Private Investment

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. Numerous parcels have been assembled with the anticipation of redevelopment in the Beach and Downtown Districts.

The end results of new residential development in Downtown Hollywood will be an increase in critical mass and the need for new businesses, restaurants, entertainment venues and services. The increase of office product will help secure daytime populations, create demand and increase activity.

Staff continues to seek, work with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners, tenants and prospects. An aggressive public relations campaign using press releases to announce new openings has proven to be successful with new businesses receiving exposure through articles and reviews in numerous publications.



Artist Community Opens in Downtown Hollywood

HOLLYWOOD, FL – May 3, 2016 – L. Mercado Studios, a working artist community in Downtown Hollywood, has burst onto the arts scene with a full house of Artists in Residence, an array of art class offerings and a Visiting Artists Exhibition scheduled for May 21 during the 3rd Saturday of the Month Downtown Hollywood ArtWalk.

Hollywood residents Dorandy Mercado and Laura Gasper, who opened L. Mercado Studios at 2000 Harrison Street in early March, know firsthand what it's like to be a struggling young artist. Their new joint venture offers space for fellow artists in a variety of mediums to create, display and sell their work in a supportive environment where creativity and camaraderie thrive.

The 3,000-square-foot art center features a front window gallery, classroom, large ceramic kiln, open studio space for part-time artists and private studios for Artists in Residence. L. Mercado Studios is home to 10 full-time 2-D and 3-D Artists in Residence who receive assistance in promoting and selling their work.

The Downtown Hollywood ArtWalk is presented by the City of Hollywood Community Redevelopment Agency (CRA) from 7 to 10 p.m. on the third Saturday of every month. The event features a guided outdoor mural tour and live outdoor painting and entertainment. Complimentary refreshments are available at participating art galleries and businesses. At each ArtWalk, L. Mercado Studios offers visitors an interactive art activity and hosts a new exhibition opening.

The Visiting Artists Exhibition, coinciding with the next ArtWalk on May 21, will showcase four local and international artists: Mercado's brother Evoca (né Elio Mercado), a prominent street artist from Miami; canvas and mural painter Tati Suarez of Miami; Rival Pancho, an Italian street artist specializing in large wall murals; and Japanese-born TWOONE, who resides in Germany.

The historic downtown arts, music and entertainment district is home to art galleries and studios, the innovative ArtWalk at Young Circle, the Art and Culture Center of Hollywood, Cinema Paradiso art-house cinema, the Downtown Hollywood Mural Project (DHMP) and numerous cultural events.

Mercado said Downtown Hollywood is poised to become a top arts community.



American English Kitchen and Bar Brings Unique Experience to Downtown Hollywood

HOLLYWOOD, FL – August 29, 2016 – Hollywood native Russ Simon traveled around the country and the world working for renowned Chef Wolfgang Puck. Almost two decades later, Simon's odyssey has come full circle with the opening this summer of his American English Kitchen and Bar in the downtown district of Hollywood, Florida, the city where he was born and raised.

Chef/Owner Simon's exciting new upscale-casual concept, which was introduced June 8 at 1900 Harrison Street, is a winning recipe that offers exceptional cuisine and attentive, but not intrusive, service in a comfortable and casual environment.

An eclectic mix of regional American and globally influenced dishes, the menu offers diners an opportunity to experience a wide array of flavors, such as Singapore Chili Prawns and the Southern-style Pork Belly on Sourdough Biscuits appetizer.


After culinary school, Simon worked at Puck's prestigious Spago Beverly Hills. After his promotion to sous chef, Simon assisted Puck in opening new restaurants around the country and the world, where he absorbed the local cuisines, until Puck promoted him to head chef of kitchens in Los Angeles and Las Vegas.

Now back home in Hollywood, where his family roots date back to 1945, Simon brings his extensive and diverse culinary knowledge and unique flavors to the historic downtown arts, music and entertainment district.

Diners can have a full meal or share small plates, such as the popular six-piece Potato 'Beignets' with crisp bacon, aged white cheddar and burnt onion aioli, for \$6.

Starters (\$5 to \$14) include Charred Octopus with Korean BBQ glaze. Main dishes (\$25 average) include Lamb Shank 'Al Pastor' with charred pineapple relish and tomato salsa; and U.S.O.A. PRIME New York Strip Steak with celery root purée and bone marrow vinaigrette. Pasta dishes include Pasta Carbonara and Summer Corn Tortellini. The menu also features soups, salads and desserts. The American English Wine and Cocktail program includes unique selections from the Old and New World, and from Classic to Craft.

Simon chose the downtown district as the location for his restaurant because he believes in it.



Liquido Brand Yoga Clothing Store Opening in Downtown Hollywood

HOLLYWOOD, FL – August 11, 2016 – South Florida Yoga enthusiasts don't have to choose between style and function with the opening of Liquido, a new store in Downtown Hollywood offering unique high-quality workout clothing and apparel in vivid colors and patterns.

The Liquido store, which opened July 28 at 1927 Harrison Street, features a wide selection of limited-edition fitness clothing from the popular Liquido global brand introduced in Brazil in 2001.

Liquido combines fashion and functionality with all-day activewear that is versatile for women on the go, in material the company calls the "cashmere" of workout clothing. The buttery-soft fabrics, made with ACTIVE technology by LYORAB, are comfortable, lightweight, resistant to sagging and bagging, quick-drying, durable, easy to care for and UV/UVB-protective with a SPF 50+ rating.

The Downtown Hollywood store is owned by Renata Facchini, a yogi and entrepreneur who brought the Liquido Active brand to her home in Australia in 2009, and business partner Arthur Motta.

The Liquido brand originated in a small family-run shop in São Paulo, Brazil, where high-quality fitness clothing and swimwear were produced and sold at affordable prices. As Liquido's popularity grew, several more stores opened, and other entrepreneurs were invited to join the Liquido brand. The company now has more than 60 stores throughout Brazil.

"Hollywood is a great city," Facchini said. "Downtown Hollywood offers a great location for a business such as ours, as there is a growing population of consumers in the immediate area that are active and interested in yoga and other similar activities. The rent in the area is competitively priced, which is good too."

CRA staff continues to support the strengthening of the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown Hollywood's economic growth, cultural vibrancy, and resiliency. Our recent efforts include the partnering

with business owners on the mural project, events, promotions such as the monthly e-blast and the Artspace proposed residential project.

Artspace Update

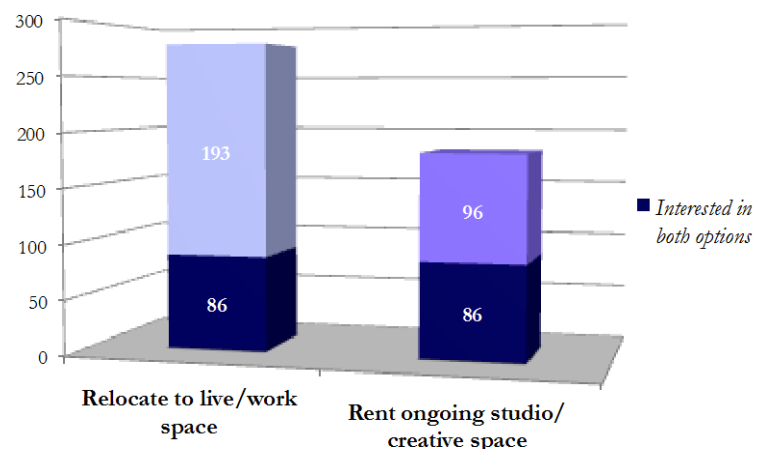
The Artspace project continues to move forward. Artspace representatives will make a presentation on the findings of the Arts Market Survey at the October 5, 2016 CRA Board Meeting. To recap, the Arts Market Survey, which is the second step of the six step Artspace development process, was launched on Monday, February 1st and concluded on Monday, March 28th. The survey is an interactive tool that assesses the need and qualifies the demand for an Artspace development. A draft copy of the Survey results was received on June 2nd and in-part included the following summary:

507 respondents completed the Florida's Hollywood Survey of Artists' and Creative Individuals' Space Needs and Preferences. The survey findings indicate demand for several types of living and working spaces.

*279 of the survey respondents (55%) expressed interest in **relocating to a potential affordable artists' live/work community** in the City of Hollywood (these respondents will be referred to as the "interested artists" throughout this report). Approximately half of the interested artists (51%) have never lived in Hollywood, indicating they may be drawn to this distinctive opportunity to live and work near other artists and creative individuals.*

*182 of the survey respondents (36%) expressed interest in **renting studio or creative work space, specifically designed for artists and creative individuals, on an ongoing basis** in Hollywood (Figure 1). 96 of these respondents are interested only in renting studio or creative work space on an ongoing basis, while 86 also expressed interest in live/work space. (It is likely that the 86 respondents interested in both live/work space and ongoing studio or creative work space would choose **either** studio/ creative space rental **or** live/work space, but not both).*

Figure 1: Interest in Arts Facility



*181 of the survey respondents (36%) expressed interest in **accessing studio or creative work space occasionally, through a short-term rental or membership based arrangement** in Hollywood. 93 artists are **only** interested in accessing space on an occasional basis, while 88 also expressed interest in live/work space and/or ongoing studio or creative work space rental. (For the 88 artists interested in both occasional **and** other space, it is reasonable to assume that they may*

*choose access to occasional studio or creative space **as well as** ongoing studio or creative work space rental and/or relocation to live/work space in Hollywood).*

The third step in the Artspace process is referred to as "PreDevelopment I" and includes the site selection and space planning.

2031 Harrison Street Update

On June 6th the CRA advertised a notice to sell, lease or otherwise transfer 2031 Harrison Street, a CRA owned property. The notice was advertised in the Sun Sentinel. It was also posted on the Sunshine Board at City Hall, on the CRA's website, on Co-Star and disseminated by e-mail to interested parties and via Social Media. The notice read as follows:

REQUEST FOR PROPOSALS AND NOTICE OF INTENT TO SELL, LEASE, OR OTHERWISE TRANSFER CRA PROPERTY IN DOWNTOWN CITY OF HOLLYWOOD, FLORIDA

Pursuant to Section 163.380, Florida Statutes, The Hollywood Community Redevelopment Agency hereby notifies all interested private developers and persons of its intent to sell, lease or otherwise transfer property located at 2031 Harrison Street, in the downtown area. The subject property is zoned CCC-1 (Central City Commercial Low Intensity) and should be improved and activated consistent with the zoning district requirements and is being offered in "as-in" condition with the right to inspect.

The Hollywood Community Redevelopment Agency (CRA) is seeking proposals for a high quality project for the above-described property. The CRA will consider and entertain proposals from proposers desiring to either lease or purchase the property. Such proposals shall be based upon the City's Permitted Uses for the subject property and should embrace a creative business concept which includes generating patronage and attracting a large following by providing artistic and/or cultural programming, creative workspace, workshops, entertainment, performances, academics or similar uses or a combination thereof. The proposals should include design sketches, a financial feasibility component for the renovation of the subject property, a ten year business plan which includes the following: a) an executive summary; b) company overview; c) market analysis and plan; d) customer analysis; e) competitive analysis. Additional information may be obtained by contacting the City Clerk's office at (954) 921-3211.

All proposals must be submitted by those interested within thirty (30) days after the date of this public notice to: Jorge Camejo, Executive Director of the Hollywood Community Redevelopment Agency, c/o the Office of the City Clerk, 2600 Hollywood Boulevard, Hollywood, Florida 33020.

The CRA Board reserves the right to accept or reject any proposal and to negotiate an agreement with any selected proposers.

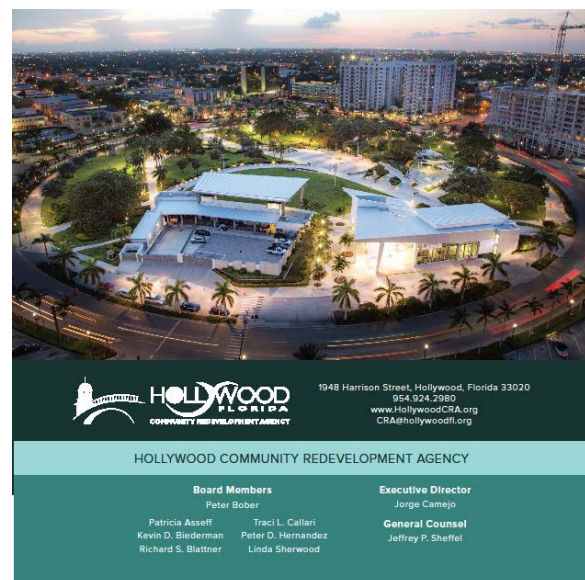
Two public tours of the property were advertised and conducted and a floor plan provided by the Holocaust Documentation Center was posted on the CRA's website.

All proposals were due on July 5, 2016. Three proposals were submitted. The evaluation committee met on July 22, 2016, ranked the three submitted proposals and is recommending to award the Request for Proposals and Notice of Intent to Sell, Lease, or Otherwise Transfer CRA Property in Downtown City of Hollywood, Florida to: Inwood Properties, LLC AND Buro Group, LLC. A resolution will be brought forward at the October 5, 2016 CRA Board meeting.

Economic Development & Business Recruitment, Retention and Expansion Marketing

Ambit Advertising designed the CRA's Business Recruitment Media Plan. The plan includes advertising and marketing programs that specifically targeting the "creative class," Millennials, 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. The media plan also includes advertising and sponsorship opportunities related to real estate and redevelopment trade shows, such as the ICSC Florida Conference & Deal Making show to be held this year from August 21-23. Attendance and sponsorship of commercial real estate trade shows allow staff to continue to develop strong relationships with regional and national brokers and developers. The CRA will be partnering with the City of Hollywood again in an effort to have a significant impact on-site and in publications related to the conference. We have also coordinated these efforts with Broward County and other municipalities located within the county.

In addition, the CRA, with the assistance of Ambit, updated our Business Recruitment and Redevelopment Opportunities brochure to include capital improvement projects, updated photographs, additional statistics and information about Downtown Hollywood and Hollywood Beach.



Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 36 Certificates of Use in August:

1. Ocean Hollywood Beach Development, LLC, 101 N. Ocean Drive Commercial Unit #200 (Office Use)
2. Ventura Holdings, LLC, 1926 Hollywood Boulevard (commercial property owner)
3. 1948 Harrison Street Realty, LLC, 1948 Harrison Street (commercial property owner)
4. Medicfp, LLC, 1942 Harrison Street (office)
5. Smorkin 2029, LLC, 2029 Harrison Street (commercial property owner)
6. Jossi LLC dba Wine Story, 1910 Harrison Street (restaurant)
7. Sunshine Auto Sales FL, Inc., 430 S. Dixie Highway (auto sales)
8. Woodland Motel, 605 S. Ocean Drive (lodging)
9. Paris Fashion Hollywood, 1929 Hollywood Blvd. (retail apparel)
10. Sason Salon, 114 S. 20th Ave. (beauty salon suites)
11. Uncle Bucks of Hollywood, LLC, 1715B East Young Circle Suite F-3 (retail discount general merchandise)
12. Ortsac Investments MFIO, LLC, 2025 Washington Street (residential rental investment property owner)
13. La Hispaniola Multiservices, Inc., 701 S. 21 Ave #3 (cell phone repair, fax and copy)
14. Expo Motel Inc., 310 Grant Street (motel)
15. H. Sperial, Inc., 1928 Jefferson Street (residential rental investment property owner)
16. P & Y Family Child Care, 2032 Pierce Street (child care facility)
17. Ty Orlanis, 1940 Jefferson Street (residential rental investment property owner)
18. Zahava Halpern TR Aron Halpern & Sarah Baxt Trustee, 1908 Hollywood Blvd. (commercial property owner)
19. PNMB, LLC, 1834 Jefferson Street (residential rental investment property owner)
20. Denese V. Inniss, LLC, 1318 N. Ocean Drive S Dock (boat charter/water taxi)
21. RLME Land Trust, 1200 N. Broadwalk (commercial property owner)
22. Linda Investment II Corp., 1915-1917 Washington Street (residential rental investment property owner)
23. Florida Wushu Kung Fu Academy, 613 N. 21st Avenue (martial arts classes)
24. Hi Kitty Cat Café, LLC, 1940 Harrison Street (cat café)
25. Durs Are Us, Inc. dba Lux Boutique, 1937 Hollywood Blvd. (retail apparel)
26. SASA, 2001 Van Buren Street (retail and café)
27. Got Car Auto Brokers, 110 N. Dixie Highway (car sales)
28. O'Connell & Goldberg, 1955 Harrison Street (Office)
29. Charity and Todd Volman, 1855 Lincoln Street (residential rental investment property owner)
30. Volman Real Estate Investments, Inc, LLC, 825 N. 19th Avenue (residential rental investment property owner)
31. Todd Volman, 1835 Washington Street (residential rental investment property owner)

32. Durango and Saa Investments, LLC, 1840 Fillmore Street (residential rental investment property owner)
33. Durango and Saa Investments, LLC, 409 N. 19th Avenue (residential rental investment property owner)
34. Fantasy Hollywood, Corp., 2106 Tyler Street (beauty salon)
35. Pilates N Harmony, 2028 Harrison Street #108 (exercise studio)
36. Tri-Marketing Solutions, 1918 Harrison Street #201 (office)

ArtWalk

Visitor Services staffs an information booth during ArtWalk at 20th Avenue and Hollywood Boulevard in front of Anniversary Park. It is the starting point for the mural tour and allows a centralized location for staff to provide information and collect email leads for our e-blast database. In the month of September over 50 people attended the guided mural tour and over 100 attended the Impulse Art Performance. Recognizing that retail has changed and there are fewer retail establishments located in Downtown, yet still a demand for quality creative retail products, staff submitted a formal RFP for a producer of a street market component for the ArtWalk event. Three qualified proposals were submitted. Atlantic Studios ranked the highest proposer and awarded the contract. The first market will be held on Saturday, October 15th from 5:00 p.m. until 10:00 p.m. on 20th Avenue between Hollywood and Tyler Street and Hollywood and Harrison Street. Hollywood Boulevard will remain open to traffic.



Murals / Public Art Initiatives / Creative Placemaking

Murals

August saw a very successful mural tour during the Third Saturday ArtWalk with over 50 participants.

Five murals are in the planning stages, including 2050 Hollywood Boulevard, 1922 Tyler Street, 1926 Tyler Street, 1932 Tyler Street and 211 N. 21st Avenue.

Park(ing) Day

On September 16th and 17th, the CRA participated in Park(ing) Day for the third year. Parklets were set up at 2031 Tyler Street and 1925 Hollywood Boulevard, which included green space, benches, tables, landscaping, and lighting. The event included participation from Barry University Students, Muzart Creative Art Studios, and live musical performances.

Maintenance

Downtown - In August, Block By Block staff spent 54 hours on special projects, removed 162 graffiti tags from public property, collected 4,602 lbs. of litter, collected 371 palm fronds and returned 1 shopping cart to its place of origin. Additionally, 27 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In August, 1,895 operational hours were clocked by beach maintenance staff. Of those hours, 1,132 were dedicated to trash removal from the beach, 58 hours were spent maintaining the restrooms and 94 hours were spent cleaning the shower areas. Approximately 82 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 August, in the Beach District, 39 on-view violations were issued, 5 complaints were addressed and 74 re-inspections were conducted. In the Downtown District, 67 on-view violations were issued, 3 complaints were addressed and 61 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

Hollywood Trolley ridership, August 2016: 7,251 passengers. The Downtown/Beach North line had 2,520 passengers, the Downtown/Beach South line had 3,788 passengers and the Beach Line had 943 passengers.

Train to Trolley shuttle ridership, August 2016: 803 passengers.

Marketing and Visitor Services

Social Media

Twitter: 115 new organic followers; Instagram: 90 new organic followers; Facebook: 172 new organic likes.

Average engagement: 12,460 people; average reach: 229,054 people; average total impressions: 465,467 people for August 2016.

We hosted 10 fashion bloggers from China and provided them with a DHMP Mural Tour and a tour of Downtown including stops at Hollywood Hot Glass, L. Mercado Studios & Doris White Gallery.

Trips to Discover named Hollywood Beach the best place to bike in Florida.

Visitor Services

In the month of August, Visitor Service Specialists assisted 1,918 visiting guests and local residents at our new Johnson Street Visitor Center.

Diamond Tours Inc.

The Visitor Services Staff welcomed 145 guests arriving via Diamond Tour buses. These guests are very happy to receive our assistance and support during their arrival. Many of them are visiting Hollywood for the first time.

Leads

We processed the following leads for the month of August: Weekly Reader, 171; Bridal Guide 1; FL LGBT Market, 1,360. We process these leads generated from requests for more information about Hollywood, Florida.

Staff assisted a group of Brazilians on a FAM visit to our beautiful Broadwalk. The group enjoyed things like cycling, restaurants and the new Margaritaville Hollywood Beach Resort. We provided gift bags containing collateral materials and promotional items.



International Visitors by County of Origin

In August we welcomed guests from 18 different countries. We had an increase in the number of Canadian visitors over last month, but a slight decrease from last year. However, we also assisted a higher number of guests from the U.K. and Spain.

Domestic Visitors

We welcomed guests from 18 different states in August. Those with the highest number of attendance this month were:

1. Florida 20.61%
2. New York 16.97%
3. Ohio 9.09%
4. Texas 8.48%

42.6% of the Visitors surveyed were staying at a local Hotel

57.4% of the Visitors were not staying at a local Hotel

CRA Board Meeting Results – 9/7/2016

R-CRA-2016-28 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 6, 2016.

Result: Approved 7-0

R-CRA-2016-29 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget FOR The Beach District Of The CRA For Fiscal Year 2016; Revising Expenditures; And Providing An Effective Date.

Result: Approved 7-0

R-CRA-2016-30 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Vehicle Lease Agreement Between The CRA And Mydatt Services, Inc. d/b/a Block By Block.

Result: Approved 7-0

R-CRA-2016-31 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Contribution Of \$100,000.00 To Be Utilized As Matching Funds For The FY 2017 Broward Boating Improvement Program Grant Being Submitted By The City Of Hollywood For Phase I Of The Intracoastal Linear Park Design, Engineering And Permitting Costs; Authorizing The Required 50% Matching Funds To Be Paid From Account # 63.0100.16829.552.006301; Authorizing The Establishment Of Certain Accounts To Recognize And Appropriate The Grant Funding And Authorizing The Transfer Of Funds From Account # 63.0100.16829.552.006301 To Said Account; And Further Authorizing The CRA Executive Director To Execute All Applicable Grant Documents And Agreement(s).

A motion was made by Board member Biederman to amend the resolution to include the termination of the design at the northern end of the Department of Transportation property.

Result: Approved 7-0

R-CRA-2016-32 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing And Approving The Attached Amendment To The Property Improvement Program (PIP) For The Beach And Downtown Districts Of The Hollywood Community Redevelopment Agency In Order To Establish PIP Grants For Single-Family Residential Properties Within The Downtown District.

Result: Approved 7-0

R-BCRA-2016-33 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Implementation Of A Pilot Program Whereby Schedules Of Certain Employees Would Change To A 10-Hour Work Day, Four Days Per Week Commencing Monday, October 3, 2016, For A One Year Trial Period; Recognizing Cost Saving Estimates, Extended Customer Service Hours Provided To The Public, Environmental Impact Improvements, And Positive Employee Morale And Productivity Impact; Providing For An Effective Date.

Result: Approved 7-0