



CRA Executive Director's Report, November 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

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. At the July 6th CRA Board Meeting Burkhardt Construction was awarded the contract for the remaining 13 blocks from Oklahoma Street to Lee Street. Public meeting is scheduled for Wednesday, October 26, 2016 at Garfield Community Center and construction will commence shortly after the public meeting.

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 318 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 probable cost far exceeded the original estimated cost. CRA Staff intends to come back to the Board in November with more detailed information and cost savings measures.

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 was awarded to Imperial Electric (the low bid contractor). Construction commenced in mid-October and will last for 90 days. The remaining 6 block bid will also be awarded to Imperial Electric (the low bid contractor) and currently the construction contract is being processed with anticipated construction date starting late this year.

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

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 proposed sale of 2031 Harrison Street with restrictions, partnering with business owners on the mural project, events, promotions such as the monthly e-blast and the Artspace proposed residential project.

Artspace Update

Staff is currently working with Artspace to bring forth a Resolution that will allow us to take the third step in the development process. The step is referred to as "Predevelopment I," and includes determining the project location and size. We plan to bring a Resolution forth at the December CRA Board Meeting that will outline and menu the deliverables and associated expenses.

ICSC South Florida Idea Exchange

The CRA will again partner with the City of Hollywood to sponsor this important one day conference to be held at the Seminole Hard Rock Hotel & Casino on Thursday, November 16, 2016.

Sale of 2031 Harrison Street

The sale of 2031 Harrison Street has been delayed. The highest ranked proposer has asked for additional time to review the sales contract.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 28 Certificates of Use in September:

1. Segbro Hollywood, LLC, 2032 Hollywood Boulevard (mixed use property owner)
2. 1836 Adams, LLC, 1836 Adams Street (residential investment property owner)
3. Barrhill Properties 27, LLC (527 N. 21st Avenue (commercial property owner)
4. Sun Com Mobile, LLC, 1874 N. Young Circle (retail sales – cell phones)
5. God's Shelter Missionary Church, 814 S. Dixie Hwy. (house of worship)
6. Pesce e Pasta by El Tayta, 2022 Hollywood Boulevard (restaurant)
7. Rajtar & Associates, PA, 2004 Polk Street (office)

8. Johnson Street Apts, LLC, 1724 Johnson Street (residential investment property owner)
9. America Parking Services, Inc, 1909 Harrison Street (after hours self-park lot in existing parking lot)
10. Trujillo Corp., 2140 Tyler Street (used auto sales)
11. Durango & SAA Investments, 1840 Fillmore Street (residential investment property owner)
12. Generations Auto Sales, Inc., 640 N. Dixie Highway (used auto sales)
13. Drive Maxx, LLC, 640 N. Dixie Highway (used auto sales)
14. R.S. Parking & Valet, ROW in front of 1818 S. Young Circle (valet ramp)
15. Purple Flame, LLC, 2028 Harrison Street (commercial property owner)
16. Gobar Realty Partners, 1918 Harrison Street #203 (retail – real estate sales center)
17. JHS Auto Sales, Inc., 640 N. Dixie Highway (used auto sales)
18. B&A Autos, Inc., 640 N. Dixie Highway (used auto sales)
19. Harrison Retail Group, LLC, 1828 Harrison Street (commercial property owner)
20. P&K Auto Sales, Inc., 640 N. Dixie Highway (used auto sales)
21. Florida 2015 LLC, 1918 Harrison Street (commercial property owner)
22. DACAR Auto Sales, LLC, 640 N. Dixie Highway (used car sales)
23. Executive Leasing, Inc., 509 S. 21st Ave #103 (office)
24. Bonnie & Read's Toucan Hideout, 500 N. Broadwalk (restaurant and bar)
25. MiRide LLC, 2114 Johnson Street (used car sales)
26. Bend and Breathe, 1864 Radius Drive (personal service – yoga studio)
27. Peter Solomon Design, LLC, 2028 Harrison Street #104 (retail and office)
28. Matthew S. Abrams, CPA, 1930 Harrison Street #501 (office)

Murals / Public Art Initiatives / Creative Placemaking

A new mural by artist duo Nice'n Easy was added to the Downtown Hollywood Mural Project in October at 1920 Tyler Street.



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

ArtWalk

The Artisan Market made its debut at the ArtWalk on Saturday, October 15th on 20th Avenue between Hollywood and Tyler Street and Hollywood and Harrison Street. Despite the torrential rains, the Market was a huge success and attendees are eager to return next month.

Maintenance

Downtown - In September, Block By Block staff spent 53 hours on special projects, removed 196 graffiti tags from public property, collected 6,270 lbs. of litter, collected 431 palm fronds and returned 15 shopping carts to their place of origin. Additionally, 32 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In September, 1,818 operational hours were clocked by beach maintenance staff. Of those hours, 1,246 were dedicated to trash removal from the beach, 62 hours were spent maintaining the restrooms and 92 hours were spent cleaning the shower areas. Approximately 46 graffiti tags and stickers were removed.

Code Enforcement

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 reflect only the CRA Enhanced level of Code Enforcement:

In September, in the Beach District, 29 on-view violations were issued, 2 complaints were addressed and 42 re-inspections were conducted. In the Downtown District, 80 on-view violations were issued, 6 complaints were addressed and 64 re-inspections were conducted.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, September 2016: 5,795 passengers. The Downtown/Beach North line had 1,985 passengers, the Downtown/Beach South line had 2,974 passengers and the Beach Line had 836 passengers.

Train to Trolley shuttle ridership, September 2016: 891 passengers.

Marketing and Visitor Services

Social Media

Twitter: 105 new followers; Instagram: 90 new followers; Facebook: 142 new likes. Over 1,000 people showed interest in attending the Artisan Market at Artwalk and 900 people showed interest in attending Hollyweird.

FAM Trips

In partnership with the CVB we hosted 6 LGBTQ bloggers from the UK. We offered them a private mural tour and hosted an art activity at L/Mercado Studios.

In partnership with Mark Rowe from Mickey Byrne's we welcomed 400 visitors from Cleveland for the Browns v Dolphins game. They stayed at the Hollywood Beach Marriott, we provided them with visitor welcome bags and there was an after party downtown at Mickey Byrne's.

Visitor Services staff accommodated the needs of 218 guests arriving via Diamond Tours.

Staff is currently working with the World Boxing Council that has planned their annual conference at the Diplomat in December. The CRA is coordinating an event that will take place in Downtown Hollywood on Tuesday, December 13, 2016.

Broward New Times names Hollywood the up & coming foodie destination! Read the full story at www.browardpalmbeach.com/restaurants/hollywood-restaurants-prepare-to-go-big-time-8129235.

Visitor Services

In September, Visitor Services staff assisted 1,457 visiting guests and local residents.

International Visitors by County of Origin

In September we welcomed guests from 19 different countries.

1. Canada 26.09%
2. Argentina 22.61%
3. U.K. 13.91%
4. Brazil 11.30%
5. Colombia 5.22%

Domestic Visitors

We welcomed guests from 18 different states in September. The top states were:

1. Florida 24.44%
2. New York 20.00%
3. TX, PA & MA 6.67%

41.27% of all visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 10/5/2016

R-CRA-2016-37 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 7, 2016.

Result: Approved 7-0

R-CRA-2016-38 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing Expenditures For Roadway Rehabilitation And Complete Streets Improvements For SR A1A From Monroe Street To Sheridan Street In The Amount Of \$2,464,519.00 (State FM No. 432323-1-52-02)

Result: Approved 7-0

R-CRA-2016-39 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached Agreement Between Imperial Electric And The CRA In The Amount Of \$862,075.00 For Construction Of Street Lighting At Fillmore, Taylor, Jackson, Madison, Jefferson And Adams Streets Within The Downtown District.

Result: Approved 7-0

R-CRA-2016-40 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Execute The Attached Purchase And Sale Agreement For The Conveyance Of The Property Located At 2031 Harrison Street ("Property"), To The Highest Ranked Proposer, A Joint Venture Between Inwood Properties, LLC And Buro Group, LLC For \$1,150,000.00.

ACTION: Board member Asseff motion to postpone the item to include the FAR Commercial Contract as part of the Purchase and Sale Agreement and to bring back for Board's approval at a Special CRA Board meeting. The motion was seconded by Vice Chair Hernandez and passed unanimously 7-0.