



CRA Executive Director's Report, October 2017

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 - Oklahoma to New Mexico Streets

Currently Roosevelt Street construction is underway. The contractor is installing the sidewalks to be followed by the road reconstruction. Oklahoma and McKinley Street roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street and. The Street end at Oklahoma Street was scheduled to be constructed last month but it was put on hold in attempt to work out parking details for the building located at the street end. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, and Harding Streets and currently he is working at Lee Street. Connection of the private properties to the underground system was completed, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Currently FPL needs to energize the new underground system for the Nevada and Nebraska loop. Once this work is completed the overhead wires will be removed. Contractor completed installation of drainage basins in all the streets except for Carolina Street which will be completed in this month. Directional boring is completed for Oklahoma and McKinley Street. As the project progresses, residents and business owners will be kept abreast of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

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

Plans were revised to address comments received from the building department and they were resubmitted for approval. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the board approved it at their July 3, 2017 meeting. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets. Construction Management Contract will be prepared and processed prior to commencing construction.

Hollywood Boulevard Streetscape Project

Directional boring has been completed. Directional boring involved the placement of conduits for electric supply lines and for wiring the CCTV cameras. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light

curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the business along the corridor with the upcoming construction in an attempt to avoid conflict and hardship to the business. The CCTV camera poles were installed on September 21st.

Neighborhood Street Lighting Project

Installation of all the poles and restoration is complete. 4 Streets are energized and 2 are pending FPL providing service connections. The contractor installed poles and fixtures at Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. The streets selected were coordinated with input from the CRA and Police Department. Pierce and Buchanan Streets were completed in Phase 1.

A1A Streetscape

Work is scheduled to commence in early October. Once construction commences it will last about one year. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future overhead conversion. CRA staff tested out paver patterns and street lighting for the A1A streetscape project and made final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting. Kimley Horn and CRA Staff have coordinated materials and lighting, and will provide a mock-up for the public at the FDOT community meeting on October 9th.

Beach Renourishment 2017/2018

The Beach Renourishment construction project has been permitted. Bid documents were issued in September and a pre-bid meeting was held on September 20th, 2017. Bids will be received and evaluated in October 2017 for CRA Board Consideration at the November 2017 CRA Board Meeting.

CRA Staff have been coordinating with Coastal Construction Engineering Consulting firms to implement a post storm survey to evaluate beach conditions and their impact on sand quantities for the upcoming beach renourishment project. Construction is expected to begin in December 2017 and be completed before March 1, 2018.

TIFF Grant Programs

The CRA currently has 16 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 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.

Park(ing) day and Downtown Parklet Pilot Program Update

Due to hurricane Irma, the CRA's annual Park(ing) Day was cancelled. CRA staff will be providing an update to the Parklet Pilot program at the October CRA Board Meeting.

CRA Staff put out a request for letters of interest from restaurants within the downtown core that would be interested in participating in a parklet pilot program. Staff contacted businesses by email, mail, phone, and held a public workshop for any interested businesses. Letters were due May 23, 2017, and received eight (8) letters of interest. Staff is currently working with city staff on the details of a pilot program that proposes to extend the availability of the parklet in this location for 1-2 months, as well as evaluating other locations based on letters of interest as the pilot program comes to fruition.

Business Recruitment, Retention, Expansion & Private Investment

CRA staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

Southern Spice restaurant recently opened to rave reviews at 1920 Tyler Street. Additional new restaurants slated to open include Krakatoa, Indonesian cuisine; Patty Mac's, Mac & Cheese & Artisan Bites; and Oaxaka, Mexican / Asian Fusion.

Artspace Update

Pursuant to the Board's request, Artspace has provided a draft Letter of Agreement for the "Predevelopment I" step of the Artspace development process.

Artspace has already completed the Preliminary Feasibility Study and the Arts Market Study. The Predevelopment I phase will determine the project location and size. It will also confirm the development's program and goals, assess the site suitability, identify contingent conditions that may need to be resolved, address the site control or acquisition agreement and provide a project status report.

CRA staff plans to bring a Resolution forth at an upcoming CRA Board Meeting that will outline the Preliminary I deliverables and associated expenses.

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 August:

1. E&H Family Homes, 1857 Madison Street (residential investment property)

2. E&H Family Homes, 1853 Madison Street (residential investment property)
3. E&H Family Homes, 1847 Madison Street (residential investment property)
4. E&H Family Homes, 1833 Madison Street (residential investment property)
5. Chad Kastel, 1629 Tyler Street (short term vacation rental)
6. RR Fillmore Inv., LLC, 2025 Fillmore Street (residential investment property)
7. Winder Investments, LLC, 540 S. Dixie Hwy. (commercial investment property)
8. Stanford Trident, Inc. DBA Boxroom, 2046 Hollywood Blvd.
(entertainment/amusement)
9. The Studio of Bliss Hollywood LLC, 1909 Harrison Street #108 (personal service)
10. Florida's Title Insurance Company, 1720 Harrison Street #PHB (office)
11. Goldberg Construction, 2117 Taylor Street (commercial investment property)
12. Krakatoa Miami, LLC, 1910B Hollywood Boulevard (restaurant)
13. AB Performance Group, LLC, 640 N. Dixie Hwy (car sales)
14. Mauro's Pizza, 1904 B Hollywood (restaurant)
15. The New Yacht Club, 2118 N. Ocean Drive (residential investment property)

Murals / Public Art Initiatives / Creative Placemaking

The Yuhmi Collective mural on the north elevation of 115 N. 21st Avenue has been completed. Artist Fabian Onrack is expected to be added in October at the gateway to Downtown on the west elevation of 2050 Hollywood Boulevard.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday Artwalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

Preparations are underway for the third annual Hollyweird Halloween Block Party presented by the New Hibernian's of Hollywood. The event will take place on Saturday, October 28th.

In addition, the CRA will be issuing an RFP for the production of a new concert series to be held in the ArtsPark. The RFP has been written and submitted to Procurement and is pending approval.

Maintenance

Downtown - In August, Block By Block staff spent 94 hours on special projects, removed 121 graffiti tags from public property, collected 6,867 lbs. of litter, collected 619 palm fronds, and returned 27 shopping carts to their place of origin. Additionally, 71 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In August, 1,788 operational hours were clocked by beach maintenance staff. Of those hours, 1,263 were dedicated to trash removal from the beach, 60 hours were spent maintaining the restrooms and 90 hours were spent cleaning the shower areas.

In order to provide a level of service that is expected and required, the CRA will be issuing a new RFP for clean and safe services.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, August 2017: 7,147 passengers respectively. The Downtown/Beach North line had 2,275 passengers, the Downtown/Beach South line had 3,591 passengers and the Beach Line had 781 passengers.

Train to Trolley shuttle ridership, August 2017: 725 passengers.

Young Circle Moving Forward

CRA staff has received several applications from different consulting firms for the Request For Qualifications for Traffic Engineering Services. The evaluation committee will include CRA and City staff. The oral interviews will occur in October, 2017 and a recommendation to rank the consultants will be brought forth for the CRA Board consideration at the November CRA Board meeting.

Downtown Circulator

CRA staff has provided information from different vendors used in other municipalities to the COH Department of Development Services overseeing parking. CRA staff will assist the Parking Department as needed.

Marketing and Visitor Services

Social Media

Twitter: 53 new followers (total 1,650); Instagram: 20 new followers (total 1,391); Facebook: 62 new likes (total 4,711).

CRA staff is currently working with Visit Widget to create the "Florida's Hollywood" mobile app. The app will feature a geofenced map of both Downtown and Hollywood Beach and include locations of businesses, things to do and an event calendar. The end-user will be able to "plan their day" by saving locations and mapping out directions. They will also be able to view self-guided tours for the DHMP mural tour and the Downtown Hollywood Historical Plaque tour.

The Governor's Conference was held at The Diplomat Beach Resort on August 28 – 30, with 850 travel professionals in attendance. The CRA offered a pre-conference mural tour and

hosted a booth at the conference to welcome guests and provide information on Florida's Hollywood!

Visitor Services

In August, Visitor Services staff assisted 1,184 visiting guests and local residents.

Diamond Tours Inc. Buses

In August our staff greeted and welcomed 164 visitors.

International Visitors by County of Origin

In August, we welcomed Guests from 12 different countries. This month we experienced a softer International Market with a sharp decline in the number of Visitors from Europe and U.K. On the other hand, we also enjoyed an increased popularity with the Canadian Visitors, possibly attracted by a favorable currency exchange, and running from a rainy summer at home. Canada 55.26%; Brazil 8.77%; Argentina 7.89%; Netherlands 5.26%.

Domestic Visitors

In August we welcomed Guests from 15 different states. The top states were: Florida 28.84%; New York 16.83%; Philadelphia 13.86; Ohio 6.93%.

In August 34.27% of the total visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 9/6/2017

R-CRA-2017-28 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of July 3, 2017.

Result: Passed 6-0. Board member Hernandez was absent.

R-CRA-2017-29 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Amending The Annual Budget FOR The Beach District Of The CRA For Fiscal Year 2017; Revising Expenditures; And Providing An Effective Date.

Result: Passed 6-0. Board member Hernandez was absent.

R-CRA-2017-30 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute The Attached First Amendment To The Tri-Rail To Trolley Circulator Shuttle Agreement Between Limousines Of South Florida, Inc. And The CRA In Order To Renew For A Two (2) Year Period In An Amount Not To Exceed \$219,648.00, Under The Same Terms And Conditions Of The Existing Agreement.

Result: Passed 6-0. Board member Hernandez was absent.