



CRA Executive Director's Report, April 2019

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

All of the east-west streets from A1A to Surf Road have been completed with the exception of Taft, Nevada and Nebraska Streets. Once the Nevada garage shell is complete, the contractor will complete Nebraska and Nevada Streets. The garage and streetscape contractors are coordinating the work on these streets to avoid delays. Some of the streetends that are near completion are on McKinley, Liberty, and Missouri Streets. The remainder of the streetends are to follow. Some of the palm trees at A1A and at the streetends are already in place. Currently FPL lines on Nebraska and Nevada Streets are completely underground. Landscape and trees will be installed once the overhead lines are removed from the rest of the streets so that there is no conflict.

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

Construction is picking up speed as the contractor is completing the lower floor of the structure shell. The contractor is currently constructing the fourth floor, and as soon as the shoring is removed from the lower floors it will allow for other subcontractors such as the plumbing and electrical to start their work. Topping out is scheduled for end of April, which will allow the offsite contractor to start with the streetscape construction of Nebraska and Nevada Streets. The elevator shaft has been constructed up to the fifth level, electrical and equipment rooms have been constructed, and the contractor is forming the ramp to the fifth level. The project is delayed by approximately three months due to all the unforeseen conditions the contractor encountered. Underground electric is currently being installed as well as the hook up of the water and sewer mains into the building. Staff is coordinating the Phase 3 Streetscape based on construction of the garage.



Hollywood Boulevard Streetscape and Decorative Lighting Project

The project along Hollywood Boulevard is complete with the exception of the light curtain near Young Circle. One light curtain on the west side of the Young Circle entrance will be installed at a later date, as this light could potentially cause a conflict with the pending construction at Block 40. The CRA obtained a premise permit which calls for inspection of the festoon lighting every three months. The inspections will be performed by the City of Hollywood Electrical Inspector to verify that the lights are secured.

SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT Contractor continues on both the east and west side of SR A1A. Construction activities on the west side of A1A include: demolition of existing curb and gutter, drainage structures installation and adjustments, new conduit installation and pipelining operations. Concurrently, the contractor is working on upgrades to the east side lighting upgrades to the existing corroded electrical wires.

Punch list items continue to be discussed in the segment from Johnson Street to Hollywood Boulevard on the east side sidewalk and pavers details installation. It is the intent of the FDOT and the CRA to sequence the traffic and construction activities to minimize the impact to businesses along the corridor.

The design of the streetscape will include: undergrounding of overhead utilities, landscape, lighting and the decorative pavement on the west side of A1A as well as a new traffic signal at Garfield Street. Design Development Drawings have been submitted for review by FDOT and Broward County. It is anticipated that the project will start construction by October 2019.

On March 6, 2019, FDOT provided an update to the CRA board regarding time delays and illustrating constructions challenges that have delayed the anticipated completion date from spring 2019 to summer 2019.

Lifeguard Towers and First Aid Stations

Two First Aid Stations and two Lifeguard Stations have been delivered and assembled. For safety purposes, the stairs and the surf box storage unit will be installed prior to the units being turned over to the City and occupied by beach safety personnel. The First Aid Stations are located at Azalea Terrace and Liberty Street. The Lifeguard Stations have been installed at Sherman Street and Harding Street. The placement of the units in the north side have been the result of the coordination between the beach renourishment project where the installation sequence had to be slightly modified to avoid site conflicts. The next two Lifeguard Stations are scheduled to be installed the week of March 19th and are being placed at Eucalyptus Terrace and Iris Terrace. Roofing membrane installation is scheduled to begin on the newly installed towers on March 14th. A joint walk-through has been completed for the structural elements and a punch list has been released to the vendor. The painting of the units shall begin upon proper curing and moisture content of the wood which is anticipated to take approximately 3 weeks.

Turtle nesting season began on March 1st and requires careful coordination of the installation activities, turtle nesting reports and approved FDEP field permits. Additionally, the project need to consider the current and future activities of the State's Beach renourishment project.

The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be completed by December 2019.

TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 8 in the Downtown CRA Area and 4 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Downtown Parklet Pilot Program

The parklets installed at 1921 Hollywood Boulevard and 1906 Harrison Street will remain in place at these locations until May 31, 2019. We are currently in the process of selecting the next location for each parklet from the downtown restaurant owners who are interested.

Business Recruitment, Retention, Expansion & Private Investment

Staff continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development 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.

In addition, CRA staff, in coordination with the City of Hollywood Division of Communications, Marketing and Economic Development, continues to:

1. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshows.
 - a. Co-sponsor the Port Everglades Economic Engine Performance Report Luncheon that will be held on April 26, 2019. The CRA funded the premium sponsor, and the City of Hollywood staff will work with the CRA to produce a print advertisement for the event brochure and a 90 second informational video that will be featured during the event.
 - b. Co-sponsor the 2019 ICSC Florida Conference and Deal Making Event being held August 25-27, 2019
 - c. Currently planning to sponsor a CREW (Commercial Real Estate Women) event later this fiscal year

- d. Plan an informational event about the Opportunity Zone and other issues that impact the area.
 - e. Plan on sponsoring an event with the Greater Fort Lauderdale Gay and Lesbian Chamber of Commerce (GFLGCC), and met with a local LGBTQ group that is interested in partnering with the GFLGCC to produce events that will re-introduce and encourage investment of the LGBTQ business community in Downtown Hollywood.
2. Have a joint staff meetings once a month, and have ongoing communications on a daily basis.
 3. Meet with the Economic Development Manager once a month to review leads, projects, ideas and developments
 4. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate.

In addition, CRA Staff continues to meet with property owners to discuss their needs and concerns in regard to tenant procurement, including but not limited to the Building permit process, planning and zoning and parking rates for tenants. A follow-up to the meeting that was held with over 10 Downtown Hollywood property owners on December 18, 2018, is being scheduled to discuss the implementation of ideas, as well as tenant recruitment status. In addition, we have been promoting the benefits of the Opportunity Zone Program, a national community investment program that connects private capital with low-income communities across America.

On Monday, March 11th, the CRA hosted a walkthrough of Downtown Hollywood with the elected officials and COH Department representatives. The walkthrough dialogue included business recruitment and zoning regulations, as well code enforcement, maintenance, capital improvements, landscape and other relevant topics.

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. In addition, the CRA worked with the City of Hollywood Division of Records and Archives, Hollywood Historical Society, the Women's Club of Hollywood, and other community organizations to produce Vintage South Florida, Celebrating History, Architecture & Entertainment in Downtown Hollywood.

CRA staff worked closely with the City of Hollywood Department of Parks, Recreation and Cultural Arts and the New Hibernians of Hollywood to produce the St. Patrick's Day Parade & Festival. In addition to a \$25,000 contribution to cover event related expenses, CRA staff also provided assistance with marketing aspects of the event. In addition, this year CRA staff was contacted by Public Works due to the lack of their employees' availability to clean-up during and after the St. Patrick's Day Parade and Festival. Public Works requested that the CRA supplement the clean-up effort by providing four Block By Block Ambassadors

between the hours of 2:00 p.m. and 11:00 p.m. on the day of the event. The cross-training and flexibility of the Block By Block staff allowed the CRA provide this service.

Staff has scheduled the four performances for the ArtsPark Experience Concert Series: Chicano Batman (May 5), Dirty Dozen Brass Band (May 11), Monsieur Perine (June 15) and Chucho Valdez (June 22). The series is produced by the Rhythm Foundation.

Murals / Public Art Initiatives / Creative Placemaking

Two new murals are currently in development at 2020 Hollywood Boulevard and 2033 Harrison Street. Over 60 patrons participated in the guided mural tour during ArtWalk on February 16th.

Maintenance

Downtown - In February, Block By Block staff spent 23 hours on special projects, removed 205 graffiti tags from public property, collected 9,396 lbs. of litter, collected 459 palm fronds, and returned 10 shopping carts to their place of origin.

Beach - In February, 1,177.5 operational hours were clocked by beach maintenance staff. Of those hours, 938 were dedicated to trash removal from the beach, and 44 hours were spent cleaning the shower areas. 33 graffiti tags and stickers were removed.

Transportation Initiatives / Train to Trolley Shuttle

LSF's contract for the Train to trolley Shuttle was terminated at the March 2019 CRA Board Meeting due to low ridership. Service will continue for an additional 30 days, to ensure passengers have adequate notification of the cancellation.

Hollywood Trolley ridership, January 2019: 6,543 passengers. The Downtown/Beach North line had 2,626 passengers, the Downtown/Beach South line had 3,260 passengers, and the Beach Line had 657 passengers.

Hollywood Trolley ridership, February 2019: 8,440 passengers. The Downtown/Beach North line had 3,676 passengers, the Downtown/Beach South line had 3,761 passengers, and the Beach Line had 1,003 passengers.

Young Circle Moving Forward

CRA staff will be coordinating future meetings with different stakeholders to continue our public outreach effort and continues working on the methodology factor for FDOT.

Marketing and Visitor Services

Social Media

Twitter: 49 new followers (total 2,368); Instagram: 209 new followers (total 2,562); Facebook: 214 new likes (total 7,031). The Florida's Hollywood mobile app had 279 new downloads.

Visitor Services

In February, Visitor Services staff assisted 1,990 visiting guests and local residents.

International Visitors by Country of Origin

In February, we welcomed Guests from 10 different countries:

Canada 68%; U.K. 16%; Mexico 6%

Domestic Visitors

We welcomed Guests from 18 different states in February. The top states were:

Florida 31%; New York 14%; New Jersey 12%; Texas 7%

February Market Mix: Domestic 49%, International 51%

23.9% of the total visitors surveyed were staying at a local hotel in February.

CRA Board Meeting Results – 3/6/2019

R-CRA-2019-13 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Community Redevelopment Agency Meeting Of February 6, 2019.

Passed: 7-0

R-BCRA-2019-14 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2019 And Revising Expenditures.

Passed: 7-0

R-DCRA-2019-15 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2019 And Revising Expenditures.

Passed: 7-0

R-CRA-2019-16 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Termination Of The Tri-Rail To Trolley Circulator Shuttle Agreement With Limousines Of South Florida, Inc.

Passed: 7-0

R-DCRA-2019-17 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending Resolution Number R-DCRA-2017-36 To Clarify The Annual Amount Approved For Expenditure.

Passed: 7-0