

Project:	
Client:	City of Hollywood Office of Communication, Marketing & Economic Development Ms. Raelin Storey, Director (954) 921-3620 rstorey@hollywoodfl.org
Brief Description:	The City of Hollywood has identified a 170-acre industrial area developed in the 1970's that the City is taking steps to reposition as the South Florida Design and Commerce Center. Due to its ideal location fronting I-95 and providing convenient access to the port and airport, the area has attracted several design showrooms and includes aviation, aerospace and logistics companies as well. The City wants to encourage the continued redevelopment and investment in this area.
General Questions:	<ol style="list-style-type: none"> 1. How can the City encourage investment in the area by existing owners and new investors? 2. How can the City utilize the location of the property within a mile of a TriRail stop to encourage transit use? What other transportation initiatives does the City need to implement to enhance transit connections? 3. What strategies could the City implement to enhance parking and pedestrian traffic? 4. How can the fact the area is located within a federally designated Opportunity Zone be utilized to encourage redevelopment? What additional steps can the City undertake to promote this advantage? 5. Are there examples of industrial areas around the country that are like this one in redevelopment? What lessons can be learned now to encourage the successful revitalization of this area?
Purpose of LP:	The Leadership Project ("LP") is designed to harness the strength, experience, and leadership of the ULI Leadership Institute participants ("LP Team") to partner with local non-profit entity ("Client") and address a tangible land use or real estate challenge. The LP Team shall collaborate with the Client to develop a scope of work and objectives of the LP.
Task:	<p>The LP Team shall:</p> <ul style="list-style-type: none"> • Conduct research • Due diligence • Data analysis • Interview stakeholders/industry experts • Synthesize findings/conclusions • Develop final recommendations • Create final presentation to Client and to ULI
Deliverables:	<ol style="list-style-type: none"> 1. PowerPoint presentation to Client and to ULI <ol style="list-style-type: none"> a. Should document the team's approach, research, and recommendations, and should be tailored to meet your Client's needs. b. Should be delivered by all member of the LP Team c. If desired, a final presentation could be made to the City Commission similar to the one made to the Client. 2. Electronic and printable hard copy report <ol style="list-style-type: none"> a. One page Executive Summary Memo describing project and recommendations b. Written report that incorporates the information in the presentation, but should be expanded include the research and detailed findings. The written report should be in electronic format and easily printable.