



CRA Executive Director's Report, September 2020

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

AT&T and Comcast completed all their connections to the various properties. FPL has one more connection to complete at Hollywood Towers. All east-west streets from A1A to Surf Road have been completed. Phase III is currently substantially completed and the remainder of the work will be concluded after the removal of the overhead lines. All the new street lights are functioning. The underground system will be completely energized once FPL makes the last connection to Hollywood Towers. Most of the landscape throughout the east-west streets are already in place. Once the overhead lines are removed, the remaining trees will be installed.

Underground Utilities Phase IV – SRA1A from Hollywood Blvd to Southern City Limits, and E/W Streets, Streetends and Surf Road from Harrison Street to Magnolia Terrace

On June 3, 2020 the Board approved a resolution authorizing issuance of an authorization to proceed to Kimley-Horn and Associates to provide consulting for Phase IV SR A1A and Phase IV E/W Streets undergrounding of overhead utilities and streetscape beautification.

The CRA is currently preparing a virtual community outreach to showcase the conceptual design for each of the E/W Streets to receive feedback from the residents of each street. It is anticipated that all street presentations will be completed and presented virtually to the residents by September 2020.

Pavement markings documents were submitted to Broward County for review and a set of revisions were resubmitted on July 20.

Wayfinding Signage and Gateway Markers

Gateway Sign: Art Sign Co. was selected as the contractor that will fabricate and install the Downtown gateway sign which is designed as individual letter with the ability to rote and change colors. The contractor fabricated a sample letter H which got approved by the CRA and design architect during an on-site meeting held on June 24, 2020. Photos and videos of sample letter H were presented to the Board during the July 1, 2020 meeting. The contractor, Art Sign Co. submitted plans for the sign to the Building Department which reviewed and permitted for construction. The contractor initiated fabrication of the sign and installation is scheduled for mid-September.



Neighborhood Signage: After meetings with Community Representatives a few locations were selected for placement of the neighborhood signs. Since some of the locations are within the FEC corridor, the consultant needed to obtain the FEC permit to place the signs within the FEC right of way. After accepting the consultant proposal, the consultant submitted plans to FEC and obtained FEC approval for placement of the signs at the intersecting streets of Johnson and Fillmore.

Broadwalk Access Management

A presentation was made to the Board for barrier gates at several locations. The consultant was directed to proceed with three locations and explore a fourth location. The three locations are at Scott, Monroe, and Cleveland Streets. The fourth location to be explored is near the end of the Broadwalk and Sherman Street. In addition, the consultant was requested to review another location at Johnson Street. After the presentation the consultant, CPZ Architects, met with CRA staff, Public Works, Police and the Fire Department to finalize the locations. Comments were addressed and the consultant will submit a proposal for additional services.

Festoon Lights

In preparation for arrival of tropical storm Isaias, the maintenance contractor was instructed to remove and store the festoon lighting in order to avoid damage. The festoon lighting will be reinstalled toward end October just before the end of the hurricane season. The work remaining is to reconnect the festoon lights which will be done once the new poles arrive.

Turtle Lighting

A sample of 2 types of LED lights are being tested. The vendor installed LED turtle friendly lights at Tyler and Missouri Streets. In preparation of changing the current lights and installation of new lights for Phase 4 Streetscape, staff will coordinate with Fish and Wildlife on acceptable LED lights that will be turtle friendly.

Hollywood Blvd and Tyler Street Streetscape

The consultant, Bermello Ajamil, presented to the Board the new vision for Hollywood Blvd and Tyler Street. The consultant discussed the existing conditions on both streets. The existing trees in the median on Hollywood Blvd dictated the way the street should be sloped for drainage purposes. After receiving input from the Board members, the consultant was

directed to pursue a couple of options for Hollywood Blvd and Tyler Street. After the presentation to the Board, the consultant made another presentation to the Downtown Hollywood Business Association. The DHBA provided their input and their concerns were addressed. Another presentation with the civic associations is scheduled for early September to be followed with a presentation to the board at their second meeting in September. During the upcoming meeting, staff will present the Board with two options for moving into the construction phase for Hollywood Blvd: CM at Risk and Design Build options. Once the Board decides which option to adopt, staff will proceed with the work.

SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT project has been completed as of July 28, 2020. FDOT contractor has demobilized and all activities has been completed. CRA will receive warrantee and certified As Builts after FDOT internal review of the documentation is completed. FDOT internal review is estimated to be completed at the end of August 2020.

SR A1A Complete Street Project from Hollywood Blvd to Sheridan Street

The design of the CRA Complete Streets is complete and includes: undergrounding of overhead utilities, landscaping, lighting and decorative pavement on the west side of A1A, and a new traffic signal at Garfield Street. Design Development Drawings have been submitted for review by FDOT and Broward County. The permitting process is underway. Once permitted the CRA anticipates the construction to begin approximately late fall of 2020. Total construction time for this phase is approximately 18 months.

An RFQ (Request for Qualifications) to provide construction management at risk was released on June 26, 2020. On July 30th, the CRA received three submittals of qualifications. The evaluation committee will meet on two occasions: one to score the three companies according to the initial selection criteria requirements, followed by an oral presentation by those General Contractors that meet the minimum criteria requirements.

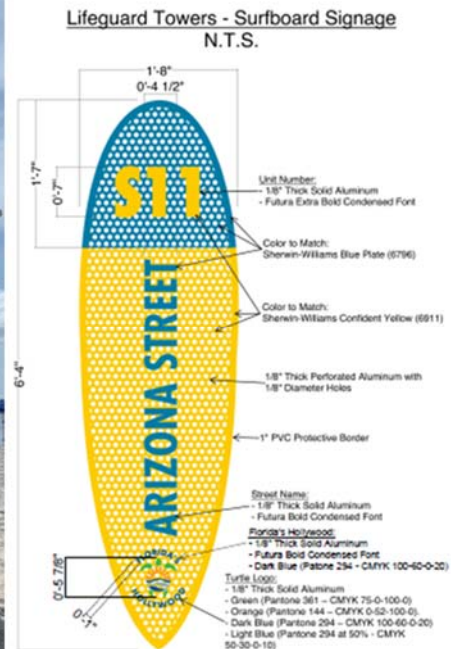
CRA and FDOT along with its consultant have completed the Phase I report on the FDOT funded Tidal Flooding Study. The Phase II study which includes recommendations, is scheduled to be released by August 2020. An overview of the findings of the initial study will be presented to the CRA Board on September 2, 2020.

Lifeguard Towers and First Aid Stations

All 21 towers are substantially complete and are in service. Closeout punch list has been taking place and the CRA is reviewing warrantees and certifications prior to final payment. Safety signage installation and the removal and disposal of the old lifeguard stations have been completed. Demolition activities were conducted at night to minimize impact to the public. Decorative signage is scheduled to be completed by September 2020.



Lifeguard Tower Safety Signage



19 old units lined up near Meade Street



Meade Street closure for staging activities

Grant Programs – HIP, PIP and POP

The CRA currently has 25 HIP, PIP or POP Grants at various stages of the process, 13 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 recently finalized a Mini-PIP grant agreement with the Bang Shack located at 120 S. 20th Avenue within the Downtown District. Improvements include interior demolition, concrete slab repairs, mechanical, electrical and plumbing work, new restroom fixtures, new interior finishes and new food service equipment. Renovation of the interior space of the

building will allow the Bang Shack to open a brick and mortar establishment in Downtown Hollywood which will increase foot-traffic and bring new visitors making it an asset to the Downtown Hollywood area.

The Ocean Surf condominium located within the CRA Beach District at 322 Virginia Street completed their paint only project and it's currently in the reimbursement stage. This property improvement grant included stucco crack repairs and exterior painting of buildings, railings, doors, hurricane shutters and planter concrete curbs.

The Ocean Surf Condominium – Before



The Ocean Surf Condominium – After



American Legion 92 Update

CRA staff continues to work with Commander Don Argus in an effort to make improvements to the American Legion Post 92 (ALP92). At the August 26, 2020 CRA Board Meeting, the Board approved R-CRA-202023 that allowed for the release of funds in an amount not to exceed \$29065.00 for Phase III improvements. Phase III improvements include the replacement of the concrete patio and walkway, and the exterior awnings. CRA staff will continue to work with the ALP92 to finalize all details of the grant for Phase III and its implementation. Phase IV improvements are anticipated to include the upgrading of the parking area, new signage, new landscape and other exterior building improvements.

Downtown Parklet Pilot Program / Sidewalk Extension

The Harrison Street parklet has been relocated to Social Room while the Hollywood Boulevard parklet will remain at Mickey Byrne's. In lieu of a second parklet on Hollywood Boulevard, a sidewalk extension project was approved in front of 2033—2051 Hollywood Boulevard. This program will include installation of new pavers following the existing contour of the asphalt, a new trench drain with a decorative grate to allow for proper drainage of the existing and newly paved area, installation of bollards and new planters to provide a safety buffer from the driving-lane. This CIP Project will assist businesses to expand their café zone and provide customers with an enhanced outdoor dining experience. On June 11, 2020 the contractor finalized the installation of the new sidewalk extension.

CRA staff is coordinating with individual business owners and City of Hollywood staff regarding those entities that have indicated an interest in temporary parklets (on Hollywood Blvd.) until such time as the master plan of Hollywood Boulevard is implemented.

Business Recruitment, Retention, Expansion & Private Investment

As it has been written in previous reports, it goes without saying that COVID-19 has created great hardship for many of the tenants in Downtown Hollywood and on Hollywood Beach. There are a few new vacancies as a result of COVID-19, and we may see more to come, however, in spite of COVID-19, we have also seen new leases being signed and new businesses getting ready to open their doors to the public. Two of these two businesses, The Bang Shack and Zallie Cakes, have taken the step from being a vendor at the Yellow Green Farmer's Market to a brick and mortar location in Downtown Hollywood. In addition, the Black Flamingo Brewery is still slated to open at 1900 Hollywood Boulevard and Amsterdam II plans to open at 1920 Hollywood Boulevard. The following businesses have secured locations and will be opening soon: Thirty1 Lounge at 1931 Hollywood Boulevard, c4eats (a vegan concept café) at 2003 Harrison Street, and Stefano Versace Gelato Pizza Café at 1948 Hollywood Boulevard.





In an effort to retain and generate commerce for the Beach and Downtown business communities, the CRA initially created and installed 200 “Open for Business” signs in Downtown Hollywood and Hollywood Beach followed by an “Open for Business - Shop, Support, Stay Local” campaign that includes new signs for businesses, online, social media, radio (Pandora, Spotify, Y100 and WLRN), and print advertising. In addition, a new :30 second “staycation” commercial is currently being aired on Comcast and Octane cable stations from Orlando to the south border of Miami Dade County, as well as ABC Local 10 and NBC 6 and the CW. A :15 second version is also being posted and advertised on social media platforms.

In addition, the CRA continues to work closely with the City of Hollywood Division of Communications, Marketing and Economic Development (CMED) to provide information to the Beach and Downtown CRA business communities about webinars, the CARES Act, emergency orders and other COVID-19 related information and Emergency Orders.

Staff also 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. We also coordinate marketing initiatives and co-sponsor retail recruitment and economic development programs with organizations including but not limited to ISCS, ULI and BizNow.
- Work with developers in an effort to increase interest and investment on the Beach and in Downtown Hollywood. Even in light of COVID-19, numerous meetings have taken place with BTI in regard to their investment in Block 57 and interest in Block 58.
- Work with tenants who have recently signed leases and have not yet opened, including the Black Flamingo Brewery at 1900 Hollywood Boulevard.

- Connect prospective tenants to property owners and brokers that represent available properties. Examples of recent success stories include: The Bang Shack to open at 120 N. 20th Avenue and Whitley's to soon open at 1916 Hollywood Boulevard.
- Interestingly enough, 1920 Hollywood Boulevard, 1916 Hollywood Boulevard and 115 S. 20th Avenue, which total approximately 15,000 sq. ft. of commercial ground floor space, were all leased during the height of the COVID-19 pandemic.
- CRA Staff continues to engage property owners to discuss their needs and concerns in regard to tenant acquisition, including but not limited to the building permit process, planning and zoning, and parking rates for tenants.

Entertainment and office continue to be a priority; however, staff also supports the strengthening of quality residential redevelopment projects, and the role of arts, culture and creativity, as we believe it is essential to the Beach and Downtown's economic growth, vibrancy, and resiliency. CRA staff has recently reached out to one of Broward County's eight Major Cultural Institutions in an effort to secure a location in Downtown Hollywood. If successful, it will be the third Major Cultural Institution to have a location in Downtown Hollywood, the others being the Hollywood Art & Culture Center and Cinema Paradiso.

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

1. Meet once a month, or as needed, and have ongoing communications on a daily basis.
2. Explore opportunities to attend or sponsor real estate and economic development events, conferences, seminars and tradeshow.
3. Combine initiatives such as merging redevelopment and capital improvement collateral material when appropriate. We have combined the CRA Redevelopment Brochure into the City's Redevelopment Brochure, hence creating one brochure that includes an overview, statistics, and redevelopment and grant opportunities.
4. Provide and distribute marketing materials for the Sun Shuttle program.
5. Promote the benefits of the Opportunity Zone program and plan an informational event about the program and other issues that impact the area.
6. Provide updated information to the public regarding COVID-19.

Certificates of Use and Live Music Extended Hours Licenses:

As part of the Department of Planning and Development Services approval process for Certificates of Use, the CRA received and reviewed only one Certificate of Use Application in August:

1. Amsterdam Restaurant Inc. d/b/a Amsterdam II, 1920 Hollywood Blvd (restaurant / nightclub)

As part of the Department of Planning and Development Services approval process, the CRA routes and monitors Live Music Extended Hours License (LMEHL) Applications to Police, Fire and Code for approval. Upon receiving approvals from all disciplines, the CRA staff notifies Planning. The following LMEHL Application was received and routed for approval in July:

1. Mickey Byrne's Irish Pub and Restaurant, 1921 Hollywood Blvd

Special Events

Following the directive of the City of Hollywood Department of Parks, Recreation and Cultural Affairs, the CRA's special events for the months of August and September were cancelled due to COVID-19, however, the CRA continues to host virtual mural and gallery tours. In addition, Solicitation 2007-001 was issued for a producer for the Downtown Hollywood Dream Car Classic. The bid end date was August 12, 2020 and resulted in the issuance of Blanket Purchase Order BPO #PA600286 for services provided by Cobra Joe Productions, LLC.



The CRA staff has held off on the issuance of an RFP for a chalk art festival, but shall continue to work with the Department of Procurement in an effort to have the RFP issued prior to the end of this fiscal year.

Murals / Public Art Initiatives / Creative Placemaking

It was reported in the April 2020 report that *on March 25, the CRA was notified by Public Utilities that the underground utilities work being conducted in the specific areas is in progress and will continue through 2023. With that, the project has been put on hold.* It is important to note that CRA staff worked closely with the Division of Engineering in developing specifications for the formal bid that was issued to paint the intersections and crosswalks, and that the bid end date was Jul 15, 2019. The April report went on to read that: *In addition, another idea that has been discussed by staff is to have semi-permanent (that would last for approximately two years) 3D murals painted on the sidewalks of Tyler Street between 19th and 21st Avenues. The sidewalks in this specific area are concrete flags as opposed to the pavers, will not require priming, and may provide a smooth and more even surface for the artwork. The concept of issuing a "call to artists" was discussed and approved by the Mural Review Committee at the March 11th meeting.* One suggestion

was to identify only one artist from the call to artists who would paint all of the sidewalks on Tyler Street between 21st to 19th Avenues.

Four murals are currently in development: 2015 Harrison Street, 1943 Monroe Street, 1946 Tyler Street, and 303 South 21st Avenue.

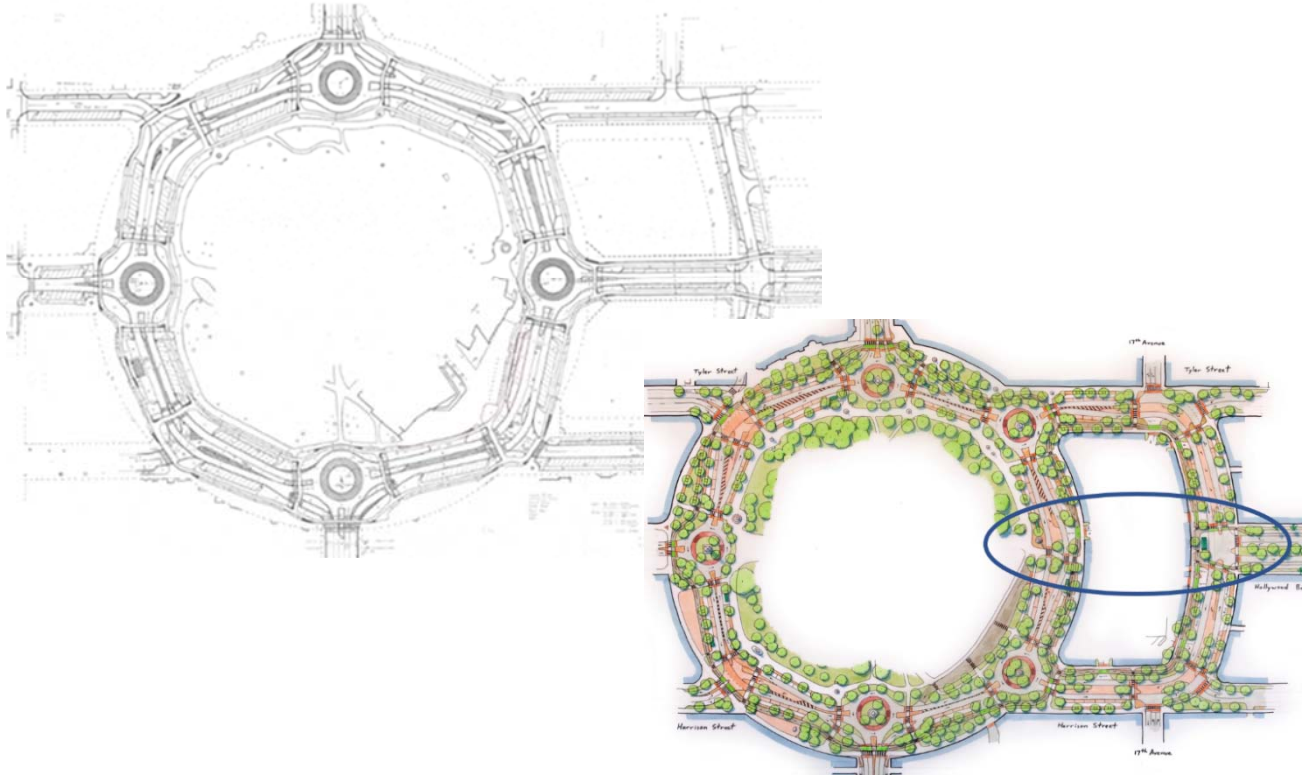
Maintenance

Downtown - In August, Block By Block staff removed 18 graffiti tags from public property, collected 3,555 lbs. of litter, and collected 252 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and uses the Gum Reaper to remove gum spots.

Beach - In August, 1,480 operational hours were clocked by beach maintenance staff. Of those hours, 1,112 were dedicated to trash removal from the beach, and 96 hours were spent cleaning the shower areas. Graffiti tags and stickers were removed from 36 locations.

Young Circle Design Phase II

Following the approval of FDOT's Stage I lane elimination process, CRA Consultants, Marlin Engineering and Toole Design Group completed 34% and 90% deliverables, respectively. This includes studies, design layout including trip generation analysis and traffic engineering models associated with the Stage II lane elimination process, including running the VISSIM model required by FDOT. With the introduction of the Block 57 and Block 58 project, and the desire of the developer to explore the Hollywood Blvd. bifurcation, another set of parameters need to be introduced and quantified in the data collection and modeling. Such information needs to be provided by the developer's architectural firm and traffic engineering consultant. With the introduction of the bifurcation, the concept design evolved from a 5 roundabout layout to a 4 roundabout design. At the request of FDOT, there has been extensive meetings where the consultant met with FDOT, the developer and the FDOT engineer interns. The consultants reviewed and provided analysis of FDOT first attempt at a redesign of Young Circle. On April 22, Toole Design and Marlin Engineering presented an update of their Stage II initial findings. Currently, the models cannot be finalized or submitted to FDOT, until the new traffic impacts from Block 57 and Block 58 are completed.



Marketing and Visitor Services

Social Media

Twitter: 0 new followers (total 3,221); Instagram: 435 new followers (total 5,816); Facebook: 38 new likes (total 9,589). The Florida's Hollywood mobile app had 79 new downloads.

Hollywood Beach was nominated and awarded the Broward Family Life 2020 Favorite Beach.



Due to the COVID-19, visitor services information and statistics were not available at the time of writing. After a brief closure, the Visitor Information Center reopened to serve the residents and visitors of Hollywood Beach.



The COVID-19 marketing campaign includes public service announcement window displays, as well as other on-site signage.

CRA Board Meeting Results – 8/26/2020

R-CRA-2020-23 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Executive Director Of The CRA To Release Covering The Cost Of The Third Phase Of Improvements Related To The American Legion Post 92 In An Amount Not To Exceed \$29,065.00; This Phase Is Limited To The Replacement Of The Exterior Awnings And The Concrete Patio And Walkway, And Obtaining A Survey Of The Property.

- Passed: 7-0

R-CRA-2020-24 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”) Authorizing The Appropriate CRA Officials To Execute An Amendment To Renew The Licensing Agreement With MVHF, LLC, And The City Of Hollywood, For Five Years Under The Same Terms And Conditions, For The Property Identified As The Johnson Street Parcel.

- Pulled By CRA Executive Director, Jorge Camejo

CRA Board Meeting Results – 9/2/2020

R-CRA-2020-25 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency (“CRA”), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2020; Revising Operating Revenues; Revising Expenditures.

- Passed: 7-0

R-CRA-2020-26 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2020; Revising Operating Revenues; Revising Expenditures.

- Passed: 7-0

R-CRA-2020-27 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Authorizing The Reimbursement Of An Additional \$23,198.00 To The City Of Hollywood For The Purchase Of Various Sizes Of Wastop Inline Check Valves Related To Phase IV Undergrounding of Utilities Project For An Aggregate Cost of \$83,008.00.

- Passed: 7-0