



City of Hollywood

Hollywood City Hall
2600 Hollywood Blvd
Hollywood, FL 33020
<http://www.hollywoodfl.org>

Legislation Text

File #: R-2024-205, **Version:** 1

A Resolution Of The City Commission Of The City Of Hollywood, Florida, Naming The ArtsPark Playground, Located At 1 Young Circle, The “Max Chira Children’s Playground.”

Communications & Civic Engagement

Staff Recommends: Approval of the attached Resolution.

Explanation:

An application submitted by Max Chira to name the ArtPark Playground, at 1 Young Circle, Hollywood, FL 33019 to “Max Chira Children’s Playground”.

The City received a proposed donation of \$500,000.00 for the naming of the playground at the ArtsPark. The donation will be used for the playground equipment which has a useful life of approximately 12 to 15 years. The donation policy states the estimated naming rights are from 5 to 10 years, with renewal. As part of any donation which has a naming component included, an application must come before the Naming Committee for review. The application fee of \$250.00 was part of the donation of \$500,000.00.

The Chira family had a family run department store at 1923 Hollywood Blvd. The business was started by his father Abe Chira in December 1941. Max Chira ran the store until it closed in 1987 after 45 years in business.

The Naming Committee is recommending approval of the proposed renaming of the ArtPark Playground, at 1 Young Circle, Hollywood, FL 33019 to “Max Chira Children’s Playground”.

Fiscal Impact:

Approval of this Resolution will not fiscally impact the City.

Recommended for inclusion on the agenda by:

Alison Saffold, Civic Affairs Administrator

Jorge Camejo, Executive Director Community Redevelopment Agency (CRA)

Joann Hussey, Director of Communication, Marketing & Economic Development

Ricky Engle, Director of Parks, Recreation and Cultural Arts

Patricia A. Cerny, City Clerk,
Adam Reichbach, Assistant City Manager for Finance & Administration