



# City of Hollywood

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

## Legislation Text

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A Resolution Of The City Commission Of The City Of Hollywood, Florida, Authorizing The Appropriate City Officials To Execute An Agreement With The Urban Land Institute Southeast Florida/Caribbean To Provide Pro Bono Advisory Services As Part Of A Leadership Institute Project For The Improvement Of Communities And Promotion Of Responsible Land Use And Development.

Staff Recommends: Approval of the Attached Resolution.

### Explanation:

The mission of the Urban Land Institute (ULI) is to promote leadership in the responsible use of land to create sustainable and thriving communities.

The ULI Southeast Florida/Caribbean has an annual Leadership Institute which is an immersive and engaging leadership program that educates and prepares emerging leaders with the tools to solve South Florida's most critical real estate and land use issues. Leadership Institute participants take part in Leadership Projects which provide advisory services at no cost to the recipient through the ULI.

The Office of Communications, Marketing and Economic Development submitted a proposal on behalf of the City to the ULI's Leadership Institute and was subsequently selected as one of the Leadership Projects for the 2020 academic year.

The City's Leadership Project will consist of the study of the 170 acre South Florida Design and Commerce Center and address strategies to promote redevelopment, investment, transportation opportunities and needs of the area. The South Florida Design and Commerce Center is in a federal designated Opportunity Zone and has attracted a growing cluster of high end interior design firms. Additionally, it is well situated with easy access to I-95, the Fort Lauderdale Hollywood International Airport and Port Everglades. To the south of the center is the Sheridan Street Tri-Rail station. This project will explore ways to maximize the center's ideal location.

Recommended for inclusion on the agenda by:

Herb Conde-Parlato, Manager, Economic Development  
Raelin Storey, Director, Communications, Marketing & Economic Development  
Gus Zambrano, Assistant City Manager, Sustainable Development