

Monthly Report for Beach and Downtown District Activities

April 2014 Report

Results from the March 19th CRA Board Meeting:

R-CRA-2014-11

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of February 5, 2014.

Approved 7-0

R-CRA-2014-12

A Resolution Of The Hollywood, Florida, Community Redevelopment Agency, ("CRA"), Authorizing The Appropriate CRA Officials To Issue

The Attached Blanket Purchase Order Renewing The Agreement Between Shamrock Pool Services, Inc. And The CRA For Pool

Services And Fountain Maintenance In An Estimated Annual Amount Of \$59,172.00.

Approved 7-0

Capital Improvement / Redevelopment

A1A Infrastructure and Beautification:

On Tuesday, March 4th, the Executive Director presented the latest information related to the A1A infrastructure and beautification project to the Hollywood Beach Civic Association. This presentation included the animated digital model of traffic flow along A1A depicting both a three-lane and a four-lane configuration. It was evident from the participants in attendance that there is growing support for consideration of a change in the design of this roadway.

FEC Corridor: Dixie Highway and 21st Avenue

The City of Hollywood applied for a Broward County Complete Streets Designation in December 2013 and is awaiting approval of that application. The application was

submitted to the Broward County Traffic Operations and Engineering. The limits of the Complete Streets designation are from Pembroke Road in the south to Sheridan Street in the north and include 21st Avenue and Dixie Highway.

The City of Hollywood is preparing an application for a Context Sensitive Corridor Designation for the FEC Corridor, again from Pembroke Road to Sheridan Street including 21st Avenue and Dixie Highway. This application will be submitted to the Broward County Planning Council and requires a Resolution of Support from the City of Hollywood Commission. This item will be going in front of the City Commission for their consideration on April 2nd, 2014.

The Complete Streets Designation and Context Sensitive Corridor Designation will place the City of Hollywood in a favorable position to receive funding for this project from Broward County as well as other funding opportunities.

Tri-Rail Coastal Link Commuter Rail:

FDOT, the Project Manager for the Tri-Rail Coastal Link Commuter Rail will be starting their two year project development phase in June 2014- community meetings will be held for public outreach, support and comments during that time. At the March 13th, 2013 Broward MPO meeting, FDOT's consultant (AECOM) indicated that the system is now envisioned at 20 stations. Hollywood, Hallandale, Dania Beach and the FLL Airport will be considered for a station location under further analysis and will be decided on in within the first 9 months of the Project Development Stage. Staff continues to coordinate with FDOT's consultants on this important project and the consideration of a train station in Hollywood.

Margaritaville Construction

Basulto Management Consulting, Inc. (BMC) reviewed draw request #6 and visited the jobsite in advance of the current draw request on March 3rd, 2014. Physical progress was verified during the site visit, photos are included in this memo. We noted that construction progress has accelerated somewhat due to repetitive nature of current floor construction and shift to more efficient formwork.

Recommendations

BMC recommends that the CRA process the draw request and make payment as noted below:

- Process payment to developer of \$520,000 (19% of \$13,000,000 less prior funding).

- This recommendation is contingent on the CRA's level of comfort in developer's compliance with insurance requirements.
- As per the CRA director's instructions, BMC will accept the certifications by the developer and their General Contractor that all subcontractors have received payments as required by the agreements in lieu of Lien Releases.

Project photos:



BMC confirmed placement of 5th floor concrete slab and vertical work.



BMC confirmed placement of slab and CMU w/ filled cells at 5 O'clock Somewhere Bar.



BMC confirmed continued vertical reinforcing steel and shearwall formwork.

Private Investment / Improvement

CRA staff reviewed 93 building permit applications in February.

The CRA received one grant applications in the month of February. The property is located on Hollywood Beach.

We currently have 24 PIP/POP/HIP grants in various stages of approval or construction throughout both districts.

There were no grants paid out in February.

Business Recruitment, Retention and Expansion

Staff continues to work with office tenants, artists and other business owners interested in locating their business to Hollywood Beach or Downtown Hollywood. The FY2014 Media Plan includes marketing programs specifically designed to target the “creative class,” in particular office tenants, as well as other businesses to the area.

Staff continues to meet with and foster strong professional relationships with Beach and Downtown commercial real estate brokers, property owners and tenants including The Saada Family, Steve Berman, MG3, Elizabeth San Juan, John DeMarco, Ben Cohen, Berger Commercial Realty for Aron Halpern, Tobin Properties, Hollywood Beach Realty and others

Staff met with ArtSpace in regard . Artspace, based out of Minneapolis, Minnesota, is a national leader in the field of developing affordable space that meets the needs of artists through the adaptive reuse of historic buildings and new construction.

Grants – Enhanced Revenue

The CRA continues to seek enhanced revenue through grant applications. Pending grant submissions include Visit Florida on behalf of the New Hibernians and Florida Department of State, Division of Cultural Affairs.

Welcome and Information Center/Visitor Services

In the month of February, Visitor Service Specialist accommodated the needs of 1765 visiting guest and local residents at the Garfield Information Center.

This includes help with information getting around Hollywood, hotel accommodations and general information to help make visitors' stay an enjoyable experience in Hollywood.

The Visitor Services Specialist continue to connect with local businesses, restaurants and hoteliers to assist in spreading the word about local events and happenings in an around Hollywood.

Diamond Tours Inc.: This will be a record month for the Diamond Tours program. We have 10 buses scheduled to arrive between February 14th and 21st.

Data Collection Projects: Beach Ambassadors Volunteers Program: Temporary Collecting and reporting volunteer hours, distributing parking decals

- CRA Beach Master Property Draft. This is a data collection by folio number, of all contact information, name, phone number, e-mail, DBA (alternative name), actual land use, of all properties located within the CRA Beach District.
- Phase II of the CRA Beach Master Property Draft (Johnson St to Jefferson St), collecting data on the east side of A1A from Virginia St. to Oregon St., and revisiting properties where data is missing.
- This data is also used for the benefit of the Visitors Services, updating the previous list of Hotels and Motels within the CRA District.
- On-going projects: Updating Broadwalk Business Lineup, information for Visitor maps Dinning Guides and other Flyers.

Welcome and Information Center/Visitor Services

In the month of March, Visitor Service Specialist accommodated the needs of 2235 visiting guest and local residents at the Garfield Information Center.

This includes help with information getting around Hollywood, hotel accommodations and general information to help make visitors' stay an enjoyable experience in Hollywood.

The Visitor Services Specialist continue to connect with local businesses, restaurants and hoteliers to assist in spreading the word about local events and happenings in an around Hollywood.

Diamond Tours Inc.: The Diamond tour project is continuing to grow and bring very excited guest to our beautiful Hollywood boardwalk.

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City Pass Program

The Visitor Services Specialist has welcomed 176, through the City Pass program. These visiting passengers include new and repeat cruise guest, who are getting away from the busy airport to experience our beautiful Hollywood beach. We continue to hear this was a great way to spend the time, and many of them are first time visitors which is great for Hollywood.

Maintenance

Downtown - In February, staff removed 161 graffiti tags, collected 3,875 lbs. of litter and collected 296 palm fronds. Fifteen hours were spent on special projects.

Beach - In February, 1,397 operational hours were clocked by beach maintenance staff. Of those hours, 995 were dedicated to trash removal from the beach, 51 hours were

spent maintaining the restrooms and 54 hours were spent cleaning the shower areas. In addition, approximately 25 graffiti tags and stickers were removed. Staff also utilized temp workers during the month which bolstered our crew for an additional 120 hours.

Staff received power-washing/sealing bids and met with three lowest bidders to review a sample of their work. A company was chosen and the bid process is being reviewed by Procurement at this time

Decorative bollard poles with LED lighting are being covered with new sleeves to protect the product and deter rusting.

Staff continues to work with the police in regard to lighting issues and perceived safety concerns at Tyler Street and the Broadwalk (restrooms).

Code Enforcement

CRA staff meets with enhanced service Code Enforcement officers on a weekly basis, with the City's appointed legal advisor for Code Enforcement monthly or as needed, and attends the monthly Special Magistrate hearing.

In the month of February, in the Downtown District, 101 on-view violations were issued, nine complaints (requests for a code officer to address an issue) were addressed and 36 re-inspections were conducted. In the Beach District, 39 on-view violations were issued, 13 complaints (requests for a code officer to address an issue) were addressed and 66 re-inspections were conducted.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed and approved the following six Certificates of Use in the months of February:

1. FedEx Office, 1858 N. Young Circle, Suite #5 (retail)
2. Broward County Film Society Inc., 2008 Hollywood Boulevard (theatre)
3. ArtRev.com, Inc., 1843 Polk Street (art gallery)
4. Assembly of God Bethlehem Ministry, 501 S. 21st Avenue (house of worship)

Live Music Extended Hours Licenses

Staff continues to monitor approval process and follow-up with City departments in regard to Live Music Extended Hours Licenses. Pending licenses: Argentango Bar & Grill, 1822 Young Circle and La Vendetta, 1909 Hollywood Boulevard.

Transportation Initiatives / Hollywood Trolley

The trolley ridership numbers continue to climb and exceed expectations. In February 9,760 passengers enjoyed the trolley service in comparison to one year ago in February when 8,297 passengers enjoyed the trolley service.

The trolley rear-window advertising program is underway. All payments have been made. A vendor has been chosen for the installation and the program is still anticipated to commence by April 1, 2014.

Meetings / Conferences / Events / Certifications

1. February 3rd – Technical Advisory Committee Meeting
2. February 6th – Hollywood Tourism & Marketing Issues meeting with stakeholders
3. February 13th - Access Management Meeting at Little Flower Church
4. February 13th – Planning and Development Board Meeting
5. February 18th – Redevelopment Subcommittee Meeting with City Staff
6. February 21st – Annual Six Pillars event Breakfast
7. February 25th – Marine Waterway Master Plan Meeting
8. February 25th – Josh’s Organic Market Meeting
9. February 25th – Historic Preservation Board Meeting
10. February 25th – FirstService Residential / City of Hollywood Town Hall Meeting
11. February 26th – Problem Solving Initiatives Meeting coordinated by Hollywood Police Chief Frank Fernandez
12. February 26th – Economic Development Roundtable
13. March 6th – Sea Turtle Meeting with Summit Condo Board
14. March 6th – Broward League of Cities Meeting
15. March 13th – DOT Regional meeting re: FEC
16. March 13th – Meeting with Stacey Michelson of ArtPlace
17. March 13th – MPO FEC Corridor Workshop
18. March 13th – Lifeguard Towers Meeting with Beach Safety
19. March 13th – Planning and Development Board Meeting
20. March 17th – Redevelopment Subcommittee Meeting
21. March 18th – FY2015 Financial Retreat