



CRA Executive Director's Report, December 2017

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

The construction on Carolina Street has been completed. Per the request of the Hollywood Beach Marriott, the contractor shifted from Roosevelt Street to Carolina Street. This change minimized the inconvenience to the hotel guests. After completing Carolina Street, the contractor went back to Roosevelt Street and started construction of the sidewalk at the north side of the street. Once the sidewalk is completed it will be followed by the road reconstruction. Oklahoma and McKinley Street roads and sidewalks are completed from A1A to Surf Road. Surf Road is completed from Oklahoma to Nevada Street. The street end at Oklahoma Street was put on hold in an attempt to work out parking details for the building located at the street end. The electrical contractor installed conduits at the following Streets: Oklahoma, Nebraska, Nevada, Roosevelt, Taft, Wilson, Harding, Lee, and Scott Streets. Connection of the private properties to the underground system was completed, starting at Nevada and Nebraska Streets. These streets were the first to be constructed in order to facilitate the construction of the proposed parking garage. Currently, FPL needs to energize the new underground system for the Nevada and Nebraska loop. Once this work is completed the overhead wires will be removed. The contractor has completed installation of drainage basins in all the streets. Directional boring is completed for all the streets. As the project progresses, residents and business owners will be kept apprised of project scheduling and when their streets will be under construction (New Mexico and New Hampshire Streets were completed over a year ago).

Nebraska/Nevada Street Parking Garage and Streetscape Adjacent to the Garage

Plans were revised to address comments received from the Building Department and were then resubmitted for approval. Construction commencement is contingent upon receiving a building permit and removal of the overhead power lines by FPL. The Construction Management Contract was prepared and sent to Kaufman Lynn to be processed. Kaufman Lynn provided their GMP (Guaranteed Maximum Price) to construct the parking garage and the Board approved it at their July 3, 2017 meeting. The design includes approximately 303 public parking spaces, public restrooms, two elevators and enhanced architectural features. The design also includes a drive through from Nebraska to Nevada Streets.

Hollywood Boulevard Streetscape Project

Work is in progress to remove the last few Yellow Copper Pod tree stumps. During the construction, the contractor encountered underground utility lines that were not located by the locating company. This slowed down the contractor since the lines needed to be verified if they are active or abandoned. Restoration of the sidewalks continues and the contractor is trying to minimize the inconvenience to the public. Reconstruction of the tree pits will commence soon. Directional boring, which involved the placement of conduits for electric supply lines and for wiring the CCTV cameras, is completed. The design for the Hollywood Boulevard Streetscape Project includes new landscaping, festoon lighting, light curtains, and four new poles with CCTV cameras fully coordinated with the Hollywood Police Department. 51 new trees are being added as part of this project. Burkhardt Construction Inc. as the CM@Risk contractor for this project informs the business along the corridor with the upcoming construction in an attempt to avoid conflict and hardship to the business.

Neighborhood Street Lighting Project

Installation of all the poles and restoration is complete. Four streets are energized and two are pending FPL providing service connections. The two streets left to be energized are Fillmore and Jefferson Streets. FPL could not dispatch people to perform the work due to Hurricane Irma. The contractor installed poles and fixtures at Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. The streets selected were coordinated with input from the CRA and Police Department. Pierce and Buchanan Streets were completed in Phase I. FPL completed the project in November 2017 and all of the lights are now functioning.

A1A Streetscape

Construction commenced with demolition of the medians along A1A. Removal of the medians will allow the contractor to shift the traffic to one side of the road while constructing the other side. Construction of each side will include construction of two lanes and the sidewalk. CRA and City staff attend weekly construction meetings with FDOT to coordinate the construction. Construction will last about one year. The project consists of undergrounding the overhead lines and streetscaping. The portion that FDOT bid out includes the road overlay with asphalt, sidewalks, and placement of conduits for future street lighting. CRA staff tested out paver patterns and street lighting for the A1A streetscape project and made final selection after experimenting with various types of materials. Fixtures were chosen to meet photometric requirements for pedestrian lighting.

Beach Renourishment 2017/2018

At the CRA Board meeting on November 1, 2017, the Board awarded the contract to the low bidder, Eastman Aggregate. Currently the contract is being routed for signature with construction to commence during December. CRA Staff has coordinated with Coastal Construction Engineering Consulting firms to implement a post storm survey to evaluate beach conditions and their impact on sand quantities for the upcoming beach renourishment project. Construction is expected to be completed before March 1, 2018.

TIFF Grant Programs

The CRA currently has 12 HIP/PIP/MiniPIP/POP Grants at various stages of the process, 4 in the Downtown CRA Area and 8 in the Beach CRA Area, ranging from serious inquiry and application to the completion of construction and in the reimbursement process.

Downtown Parklet Pilot Program Update

CRA Staff is working on the design for the second parklet that will be located on Hollywood Boulevard, and will be scheduling a meeting with the business owners who applied for the program. At this meeting, staff will be asking for input on design elements to ensure the parklet will function appropriately for all eligible businesses who will receive the parklet on a rotating basis.

Business Recruitment, Retention, Expansion & Private Investment

The CRA in coordination with the COH continued the traditional of sponsoring and attending the ICSC South Florida Idea Exchange. Interested prospective tenant that the CRA and COH staff met with included: Harry's Pizza, Orangetheory, Bealls Outlet and WaWa.

Retailers, with the exception of food markets and "off-price" discounters, continues to struggle with retail downsizing or being replaced by restaurants, services and entertainment. The term "retail apocalypse" has been used in other parts of the country, however, South Florida retail market has not been as severely affected as many other areas. According to maps and information provided by Bloomberg.org, the "apocalypse" has just started, but areas with a strong visitor market and tourism tend to be a little shielded from staggering losses.

Staff continues to work closely with City staff and private property owners in an effort to secure new quality tenants and redevelopment projects. The office market has been a priority; however, we also support the strengthening of quality residential redevelopment projects, and the role of arts, culture, creativity and entertainment, as we believe it is essential to the Beach and Downtown's economic growth, cultural vibrancy, and resiliency.

Artspace Update

Pursuant to the Board's request, Artspace has provided a draft Letter of Agreement for the "Predevelopment I" step of the Artspace development process. Artspace has already completed the Preliminary Feasibility Study and the Arts Market Study. The Predevelopment I phase will determine the project location and size. It will also confirm the development's program and goals, assess the site suitability, identify contingent conditions that may need to be resolved, address the site control or acquisition agreement and provide a project status report.

CRA staff plans to bring a Resolution forth at an upcoming CRA Board Meeting that will outline the Preliminary I deliverables and associated expenses.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 9 Certificates of Use in October:

1. El Cafecito, 1852 Polk Street (café / restaurant)
2. Beagle Brewing Company, 1900 Hollywood Boulevard (restaurant)
3. Hollywood Beach Marriott, 2501 N. Ocean Drive (hotel)
4. Sips Urban Café, 1657 Tyler Street (café / restaurant)
5. Jakadai Billiards, 727 South 21st Avenue (Billiards / Entertainment)
6. Mach I Beauty Salon & Spa, 1888 Polk Street (personal services)
7. Viola Realty, 2114 Pierce Street (residential investment property)
8. Class Luz Group, Class Private Soiree, 121 S. 20th Avenue (restaurant /café)
9. The Quick Spot, 1930 Hollywood Blvd. (convenience store)

Murals / Public Art Initiatives / Creative Placemaking

Fabio Onrack's mural on the west elevation of 2050 Hollywood Boulevard has been completed. There are two murals in the planning process at 514 North Dixie Highway and 1948 Tyler Street.

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday ArtWalk, which includes the Artisan Market, Downtown Hollywood Mural Project Tour and Impulse Art; Full Moon Drum Circle at ArtsPark; Dream Car Classic Car Show on the 1st Sunday of every month; and Global Meditation at ArtsPark.

The Hibernians of Hollywood produced the third annual Hollyweird Halloween Downtown Hollywood Block Party. Hollyweird was rescheduled from October 28th to November 3rd due to inclement weather. Even with the date change and being after the Halloween holiday, there was still a tremendous turnout. There were costume contests for both children and adults, and seven candy stations for children to trick or treat around the block. Face painters and balloon twisters were in Anniversary Park and a bounce house was nearby. Live music at multiple locations kept the party going until 2am.

In addition, the CRA has issued an RFP for the production of a new concert series to be held in the ArtsPark. The RFP has been written and submitted to Procurement and a Cone of Silence is in place.

Maintenance

Downtown - In October, Block By Block staff spent 57 hours on special projects, removed 156 graffiti tags from public property, collected 5,785 lbs. of litter, collected 707 palm fronds, and returned 15 shopping carts to their place of origin. Additionally, 123 graffiti tags on private property were forwarded to either the property owner or Code Enforcement.

Beach - In October, 1,696 operational hours were clocked by beach maintenance staff. Of those hours, 1,200 were dedicated to trash removal from the beach, 93 hours were spent maintaining the restrooms and 90 hours were spent cleaning the shower areas.

In order to provide a level of service that is expected and required, the CRA will be issuing a new RFP for clean and safe services.

Transportation Initiatives / Hollywood Trolley

Hollywood Trolley ridership, October 2017: 5,200 passengers. The Downtown/Beach North line had 2,069 passengers, the Downtown/Beach South line had 2,680 passengers and the Beach Line had 451 passengers.

Train to Trolley shuttle ridership, October 2017: 726 passengers.

Young Circle Moving Forward

CRA staff is recommending the ranking of the top three traffic engineering consulting firms as a result of the Request For Qualifications for Traffic Engineering Services. After the board approves the ranking, a recommendation to execute agreements with the selected firms will be brought forth for the CRA Board consideration at the January 2018 CRA Board meeting.

SFTOD Grant - Station Area Master Plan

Background of the SFTOD Grant

In March 2017, the CRA and City applied for the South Florida Transit Oriented Development (SFTOD) Grant Program by the South Florida South Florida Regional Transportation Authority (SFRTA), South Florida Regional Planning Council (SFRPC) and Treasure Coast Regional Planning Council (TCRPC) for the implementation of a station area master plan. The CRA and City were awarded \$200,000, which will be used to conduct a Station Area TOD Charrette and Master Plan. The total project cost is estimated at \$240,000.00, which includes a 20% match requirement from the City and CRA.

Charrette Process

On October 3, 2017, CRA/City Staff with a representative of the TCRPC hosted a kick-off meeting. CRA/City staff reached out to key stakeholders from the residential/business sectors to be part of the Host Committee.

From November 9-29, 2017, interviews were conducted with different City officials and stakeholders.

On December 2, 2017, a charrette, public design workshop was hosted at the Fred Lipmann Multi-Purpose Center. Different stakeholders shared in the discussion with consultants ranging architects, planners, economists, and engineers.

From December 3-8, an open design studio will be hosted at the City of Hollywood Shuffleboard Courts from 9am-9pm. Everyone is welcome to drop by at the informal studio to provide input, discuss ideas and see the work-in-progress.

For more information and updates: www.hollywoodcra.org/CLSMP



Marketing and Visitor Services

Social Media

Twitter: 47 new followers (total 1,832); Instagram: 56 new followers (total 1,465); Facebook: 365 new likes (total 5,161).

CRA staff is currently working with Visit Widget to create the "Florida's Hollywood" mobile app. The app will feature a geofenced map of both Downtown and Hollywood Beach and include locations of businesses, things to do and an event calendar. The end-user will be able to "plan their day" by saving locations and mapping out directions. They will also be able to view self-guided tours for the DHMP mural tour and the Downtown Hollywood Historical Plaque tour.

Visitor Services

In October, Visitor Services staff assisted 1,033 visiting guests and local residents.

Diamond Tours Inc. Buses

All buses canceled due to Hurricane Irma.

International Visitors by County of Origin

We welcomed Guests from 17 different countries in October. This month we were pleasantly surprised by a comeback of the U.K. market (after 2 years of a steady decline). Canada 60.16%; U.K. 7.03%; Argentina 6.25%.

Domestic Visitors

In October, we welcomed Guests from 14 different states. The top states were: Florida 20.00%; New York 16.67%; California 11.11%; Illinois 7.78%.

In October, 37.61% of the total visitors surveyed were staying at a local hotel.

CRA Board Meeting Results – 11/1/2017

R-CRA-2017-41 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 27, 2017.

Result: Passed 7-0

R-CRA-2017-42 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing Year End Budgetary Transfers And Adjustments For The Beach District Of The CRA For Fiscal Year 2017 As Set Forth In Exhibit "A", And Providing An Effective Date.

Result: Passed 7-0

R-DCRA-2017-43 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing Year End Budgetary Transfers And Adjustments For The Downtown District Of The CRA For Fiscal Year 2017 As Set Forth In Exhibit "A", And Providing An Effective Date.

Result: Passed 7-0

R-CRA-2017-44 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Beach District Of The CRA For Fiscal Year 2018; Revising Fiscal Year 2018 Revenues And Expenditures; And Providing An Effective Date.

Result: Passed 7-0

R-DCRA-2017-45 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Amending The Annual Budget For The Downtown District Of The CRA For Fiscal Year 2018; Revising Fiscal Year 2018 Revenues And Expenditures And Providing An Effective Date.

Result: Passed 7-0

R-CRA-2017-46 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute A Contract Between Eastman Aggregate Enterprises, LLC And The CRA, For The Hollywood Beach Renourishment

Project In An Amount Not To Exceed \$3,924,451.26; And Authorizing The Appropriate CRA Officials To Issue An Authorization To Proceed (ATP) For The Attached Proposal With Applied Technology And Management Company To Provide Monitoring Services For The Beach Renourishment Project In An amount Not To Exceed \$532,525.00; And Providing An Effective Date.

Result: Passed 6-0. Board member Hernandez recused himself due to a conflict of interest.

R-CRA-2017-47 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Execute An Amendment To The Employment Agreement Between The Executive Director Of The CRA Board.

Result: Passed 6-1. Board member Hernandez opposed.