



CRA Executive Director's Report, November 2019

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

All east-west streets from A1A to Surf Road have been completed. Only four street ends remain under construction: Nevada, Roosevelt, Coolidge, and Scott. The remainder of the work will be completed before the end of this year, except the removal of the overhead lines which is dependent upon Comcast and AT&T completing their work. Some of the palm trees on A1A and at the street ends are already in place. The rest of landscape work will be completed before the end of the year. FPL lines on Nebraska and Nevada Streets are completely underground. Once the overhead lines are removed, the remaining trees will be installed.

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

The ribbon cutting ceremony took place on October 7th, 2019 and the parking garage is now open for public use. The new garage provides 303 additional parking spaces to the beach area. For the next 30 days the contractor will be addressing punch list items. The contractor is scheduling training sessions to instruct City employees how to run all the garage systems, including the computerized wifi lighting system. Permanent power was connected to the garage via the new undergrounding system and the temporary connections were removed.



Wayfinding Signage and Gateway Markers

After receiving input from City and CRA staff, Brooks Scarpa came up with an acceptable concept of the gateway sign. They will provide a proposal to install a mock up gateway

sign, followed by the CRA seeking input from various City departments as well as the business and civic associations. Once the input is received, the architect will meet with City/CRA staff to review the concept sign and move into preparing construction documents.

SR A1A Complete Streets: FDOT/CRA RRR Project

Construction by the FDOT Contractor continues on both the east and west side of SR A1A. All demolition work along the west side segment has been completed. Construction activities on the west side of A1A from Sheridan to Johnson Streets are approximately 90% complete. The contractor completed concrete headers and asphalt sidewalk on the west side. Drainage structure installation at various locations is still underway. The FDOT Contractor has indicated that final completion will not be December 2019.

The design of the CRA Complete Streets streetscape will include: 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. A Request for Qualifications was released on October 15, 2019.

Lifeguard Towers and First Aid Stations

Phase I, consisting of 6 units, is substantially complete. The two First Aid Stations are located at Liberty Street and Azalea Terrace, and four Lifeguard Towers are located at Sherman Street, Harding Street, Eucalyptus Terrace and Iris Terrace. Contractors are currently working on punch list items.

Phase II consists of 2 First Aid Stations and 6 Lifeguard Towers. They were delivered during the week of August 16. The First Aid Stations are located at Cleveland Street and Hollywood Boulevard. The Lifeguard Stations are located at Virginia, Madison, Arizona, Grant, Garfield and Nebraska Streets.

The roofing contractor completed the roof installation and the painting work will begin on September 30th. The paint cannot be applied until the wood moisture content is achieved as per the specifications. It is anticipated that the paint work will take 3 weeks weather permitting.

Phase III – consisting of 2 First Aid Stations and 5 Lifeguard Towers will be delivered starting on November 18, 2019.

The construction and installation of the 15 Lifeguard Towers and 6 First Aid stations are anticipated to be completed by late December 2019.



First Aid Station, Cleveland Street



Tower assembly, Lifeguard Tower



Work in progress, Lifeguard Tower

Grant Programs – HIP, PIP and POP

The CRA currently has 21 HIP, PIP or POP Grants at various stages of the process, 13 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.

The CRA awarded a PIP Grant to Oaxaka restaurant, located on Harrison Street, and the Hollywood Style store, located on Johnson Street, and both applications are in the reimbursement process after completing construction and opening their doors to the public. These two projects are perfect examples of the CRA vision of revitalizing and strengthening the character of the Hollywood Downtown and Beach Districts.



Oaxaka before



Oaxaka after



Hollywood Style before



Hollywood Style 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, including but not limited to the parking area, new signage, new landscape and other exterior building improvements. Commander Argus is in the process of obtaining three quotes from each discipline, and has requested that the payment process for these upgrades be split into two payments as industry standard is to provide 50% to their contractors prior to work commencing. While he has obtained most of the quotes, he is still awaiting a few more and will contact the CRA to schedule an appointment to review. The CRA staff continues to keep the lines of communication open with Commander Argus and his associates at the American Legion Post 92.

Downtown Parklet Pilot Program

The Hollywood Boulevard parklet will remain at Mickey Byrne's. In lieu of a second parklet on Hollywood Boulevard, a pilot paving program was approved in front of 2033—2051 Hollywood Boulevard. This program will include installing permeable pavers in the six parking spaces in front of the building extending the sidewalk for additional outside dining space. The Harrison Street parklet will be relocated to Social Room.

Business Recruitment, Retention, Expansion & Private Investment

Staff 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. In addition, the CRA commissioned Business Flare Economic Development Solutions to assess and provide a Summary Report of Findings regarding the real estate market conditions in Downtown Hollywood that was presented at the October 2nd CRA Board Meeting. In addition to a vacancy rate based on actual square footage, the report included data, statistics, trends, projections and recommendations. At the November 6th CRA Board Meeting, CRA staff provided a

presentation that included a report on vacancy based on bays, as well as how the CRA staff has been implementing the recommendations made by Business Flare.

The CRA continues to working with the landlords and tenants to better promote the new businesses via on site signage and other marketing platforms. In addition, the CRA is worked closely with Zero Empty Spaces to secure a location at 2021 Hollywood Boulevard. While Zero Empty Spaces has been open and even participating in the ArtWalk event, the actual grand opening event was scheduled for Thursday, November 14th. Larger spaces, such as 2014 and 2020 Harrison Street remain leased yet not occupied pending a special exception for the proposed use. Due to the size and condition of 2020 Harrison, the property has been vacant for approximately 13 years, with the exception of a six month popup concept. While there has been criticism of vacancies, it is important to note that there is interest in leasing these spaces. The office market continues to be 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.

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

1. Formally meet once a month, and 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.

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.

Certificates of Use

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed the following 6 Certificates of Use in September and October:

1. Sajna Indian Cuisine, 1933 Hollywood Boulevard (restaurant)
2. High Life Smoke & Vape, 1930 Hollywood Boulevard (retail)
3. Oasis by the Sea, 1211 N. Surf Road (restaurant)

4. PanAm Shipping, Inc. / The UPS Store #7128, 1740 Polk Street (service - shipping/mail)
5. Italia Inc. / Nick's Bar, 1214 N. Broadwalk (restaurant)
6. Jennifer Haley Studio, 2128 Tyler Street (art Studios)

Special Events

The CRA continues to support and produce the following monthly events: the 3rd Saturday ArtWalk, which includes the Artisan Market, a guided tour of the Downtown Hollywood Mural Project, a guided gallery 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 October ArtWalk marked and celebrated the event's 15th Anniversary! In monitoring the event, the CRA noticed that patrons were arriving closer to 6:00pm and wanting the event to continue after 10:00pm. With that, staff decided to change the event hours to 6:00pm – 11:00pm starting in November.



CRA sponsored and worked closely with the New Hibernians of Hollywood to coordinate the 5th annual Hollyweird Halloween Downtown Hollywood Block Party. The event was held on Saturday, October 26th, 2019 from 6:00pm to 2:00am on the 1900 block of Hollywood Boulevard, and was a great success and beneficial to the Downtown Hollywood business community.

At this time, the CRA staff is working closely with the producers of Mardi Gras Hollywood, Canadafest, Salsa Fest, Rugby America's North Beach 5s Rugby, the Greater Fort Lauderdale Food & Wine Festival, as well as other events. We have also been in

communication with the producers of the Winter Park Sidewalk Art Festival and plan to include chalk art in existing events, such as Vintage South Florida, and coordinate a Chalk Art Festival at a later date.

Murals / Public Art Initiatives / Creative Placemaking

CRA staff continues to engage business and property owners, both on the Beach and in Downtown Hollywood in regard to the Mural Only Program (MOP). We are currently working with four property owners that are interested in the program.

On September 4th, 2019 R-CRA-2019-43 was passed by the CRA Board, providing for the issuance of a Purchase Order to Paint Quest, LLC to paint decoratively four intersections and crosswalks located at 19th and 20th Avenues and Van Buren and Polk Streets.

CRA staff met with representatives from Paint Quest, LLC on Friday, September 20, 2019 to visit each site and discuss timeline and other specific project details. Due to the current underground utilities construction, the installation of the artwork has been delayed, however, CRA Staff has been in communication with Paint Quest, LLC and is exploring options that will allow the painting to take place prior to the completion of the underground utilities project. One idea is to have the intersections painted in phases (one at a time).



Utility construction at Polk Street and 19th Avenue

Maintenance

Downtown - In September, Block By Block staff spent 26 hours on special projects, removed 155 graffiti tags from public property, collected 11,552 lbs. of litter, and collected 474 palm fronds off the ground. Block by Block continues to spot pressure clean the sidewalks, and is now also using the Gum Reaper to remove gum spots.

In October, Block By Block staff spent 32 hours on special projects, removed 192 graffiti tags from public property, collected 14,338 lbs. of litter, and collected 476 palm fronds off the ground.



Block By Block Safety Ambassador escorting Büro tenant to their car after work

Beach - In September, 1,488 operational hours were clocked by beach maintenance staff. Of those hours, 1,240 were dedicated to trash removal from the beach, and 88 hours were spent cleaning the shower areas. 58 graffiti tags and stickers were removed.

In October, 1,448.5 operational hours were clocked by beach maintenance staff. Of those hours, 1,252.5 were dedicated to trash removal from the beach, and 56 hours were spent cleaning the shower areas. 41 graffiti tags and stickers were removed.

Transportation Initiatives

Young Circle Redesign Concept

Scopes from Marlin Engineering and Toole Design Group were presented to the CRA Board at the November 6th meeting for funding of Phase II of the project. Phase II includes extensive traffic modeling, design modifications, and public outreach to work towards Final Design and 10% Construction Drawings. Phase II will take approximately 10 months to complete.

Marketing and Visitor Services

Social Media

Twitter: 40 new followers (total 2,929); Instagram: 282 new followers (total 3,405); Facebook: 231 new likes (total 8,632). The Florida's Hollywood mobile app had 244 new downloads.

Visitor Services

Visitor Services staff assisted 580 visiting guests and local residents in September, and 613 in October.

International Visitors by Country of Origin

In September, we welcomed Guests from 16 different countries:

Canada 50%; U.K. 13%; U.K. 13%; Argentina 10%

In October, we welcomed Guests from 13 different countries:

Canada 64%; U.K. 13%; Germany 10%; U.K. 5%

Domestic Visitors

We welcomed Guests from 19 different states in September. The top states were:

Florida 50%; Ohio 10%; New York 6%

We welcomed Guests from 26 different states in October. The top states were:

Florida 39%; Ohio 9%; New York 7%; Illinois 6%

September Market Mix: Domestic 71%, International 29%

October Market Mix: Domestic 70%, International 30%

12% of the total visitors surveyed were staying at a local hotel in September.

10% of the total visitors surveyed were staying at a local hotel in October.

CRA Board Meeting Results – 9/26/2019

R-CRA-2019-45 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA") Adopting A Budget For The Beach District Of The CRA And Making Appropriations For The Fiscal Year 2020; And Providing An Effective Date.

PASSED: 6-0. Board member Sherwood was absent.

R-CRA-2019-46- A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA") Adopting A Budget For The Downtown District Of The CRA And Making Appropriations For The Fiscal Year 2020; And Providing For An Effective Date.

PASSED: 6-0. Board member Sherwood was absent.

R-CRA-2019-47 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Establishing The Number And Type Of Authorized Positions For Fiscal Year 2019.

PASSED: 6-0. Board member Sherwood was absent.

R-CRA-2019-48 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Community Redevelopment Agency Meeting Of September 4, 2019.

PASSED: 7-0.

CRA Board Meeting Results – 10/2/2019

R-BCRA-2019-49 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Changing The Schedule For The Regular Board Meetings To Take Place On Second Wednesday Of Each Month, Other Than August, Beginning At 1:00PM; Designating 3:00PM As Time Certain To Hear Citizens Comments During Regular CRA Board Meetings.

PASSED: Changing the regular meetings to take place on the first and third Wednesday of each month beginning at 9:00AM designating 9:30AM as time certain to hear Citizens Comments. The motion was seconded by Board member Hernandez. On voice vote passed 5-2. Board member Shuham and Board member Blattner opposed.

R-DCRA-2019-50 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed With Kimley–Horn And Associates, Inc. To Provide Consulting Services For Pre-Scoping And Concept Development Activities For Phase IV In An Amount Not To Exceed \$82,365.00.

PASSED: 7-0.

R-CRA-2019-51 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Surveying And Mapping Services For The Phase 4 Streetscape And A1A Project.

PASSED: 7-0.

R-CRA-2019-52 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Surveying And Mapping Services For The Neighborhood Lighting And Streetscape Project.

PASSED: 7-0.

R-CRA-2019-53 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm To Provide Professional Services For Electrical Engineering Services For The Pedestrian Lighting Improvements Project.

PASSED: 7-0.

R-DCRA-2019-54 – A Resolution Of The Hollywood, Florida, Community Redevelopment Agency (“CRA”), Canceling Bid DCRA-18-0100 For A Parklet Outdoor Café.

PASSED: 7-0.

ACTION: Motion was made by Vice-chair Callari to adopt the resolution to pave a landscape island of six parking spaces from 20th to 21st Avenue on Hollywood Boulevard not to exceed \$65,956.75.

PASSED: The motion was then seconded by Board member Sherwood and on a voice vote passed unanimously 7-0.

CRA Board Meeting Results – 11/6/2019

R-CRA-2019-56 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular Community Redevelopment Agency Meeting Of September 26, 2019.

PASSED: 5-0. Board member Hernandez and Board member Sherwood was absent.

R-CRA-2019-57 - A Resolution Of The Hollywood, Florida Community Redevelopment Agency ("CRA"), Approving The Minutes Of The Regular CRA Meeting On October 2, 2019.

PASSED: 5-0. Board member Hernandez and Board member Sherwood was absent.

R-CRA-2019-58 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Canceling The December 18, 2019 CRA Board Meeting.

PASSED: 5-0. Board member Hernandez and Board member Sherwood was absent.

R-CRA-2019-59 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Approving And Authorizing The Appropriate CRA Officials To Negotiate And Execute An Agreement With The Highest Ranked Firm, Brandano Displays, Inc., To Provide CRA Beach And Downtown Holiday Décor For A Two Year Period In An Estimated Amount Of \$150,000.00 With Three Optional One Year Renewal Periods.

PASSED: 5-0. Board member Hernandez and Board member Sherwood was absent.

R-CRA-2019-60 - A Resolution Of The Hollywood, Florida, Community Redevelopment Agency ("CRA"), Authorizing The Appropriate CRA Officials To Issue A Notice To Proceed For The Proposal With Marlin Engineering, Inc. And Toole Design Group, LLC To Provide Traffic Engineering Consulting Study Services For The Young Circle Redesign Project Phase II In An Amount Not To Exceed \$332,175.00 And \$164,984.00.

PASSED: 7-0.