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ANNUAL REPORT

16



October 1, 2015 – September 30, 2016

Hollywood, Florida Community Redevelopment Agency
Beach and Downtown Districts

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OVERVIEW

Under Florida law (Chapter 163, Part III), local governments are able to designate areas as Community Redevelopment Areas when certain conditions exist. Since all the monies used in financing CRA activities are locally generated, CRAs are not overseen by the state, but redevelopment plans must be consistent with local government comprehensive plans.

To document that the required conditions exist, local government must survey the proposed redevelopment area and prepare a Finding of Necessity. If the Finding of Necessity determines that the required conditions (slum and blight) exist, the local government may create a Community Redevelopment Agency to provide the tools needed to foster and support positive redevelopment of the targeted area. There are currently more than 170 Community Redevelopment Agencies throughout the State of Florida.

The Community Redevelopment Agency "CRA" of Hollywood was created in 1979 with the establishment of the Downtown District. In 1997, the Beach District was established. Under one agency, the two districts have been managed separately to best meet the objectives of fighting slum and blight confronting each area. Although the management and staffing of the districts were merged in late 2009, each district maintains its own trust fund, and financial reporting is done separately.

This Annual Report and Financial Statement are prepared pursuant to Chapter 163 of the Florida Statutes that requires each CRA to provide an annual report by March 31 of each year to the Governing Body (City Commission). This report and financial statement is submitted in fulfillment of that requirement and will provide information to the public for Fiscal Year 2016 (October 1, 2015 – September 30, 2016).

The Annual Report showcases the many redevelopment programs that the CRA offers to its residents and business owners. The report also highlights the public and private development initiatives and construction projects that are being utilized to rid the negative contributing factors affecting the Hollywood CRA districts.

This Financial Statements section highlights the balance sheet as well as revenues and expenditures, and showcases the Districts' financial position. Other financial information regarding debt service, millage rates, and taxable values are outlined.

This Annual Report and Financial Statement will be forwarded to our increment partners: City of Hollywood, Broward County, Children's Services Council of Broward County, and the South Broward Hospital District. Through their leadership and support, these districts have secured bright futures for their constituents.

CRA BEACH DISTRICT

The Beach District includes approximately 293 acres from Sherman Street south to the southern property line of The Diplomat Beach Resort, and from the Intracoastal Waterway east to the Atlantic Ocean.



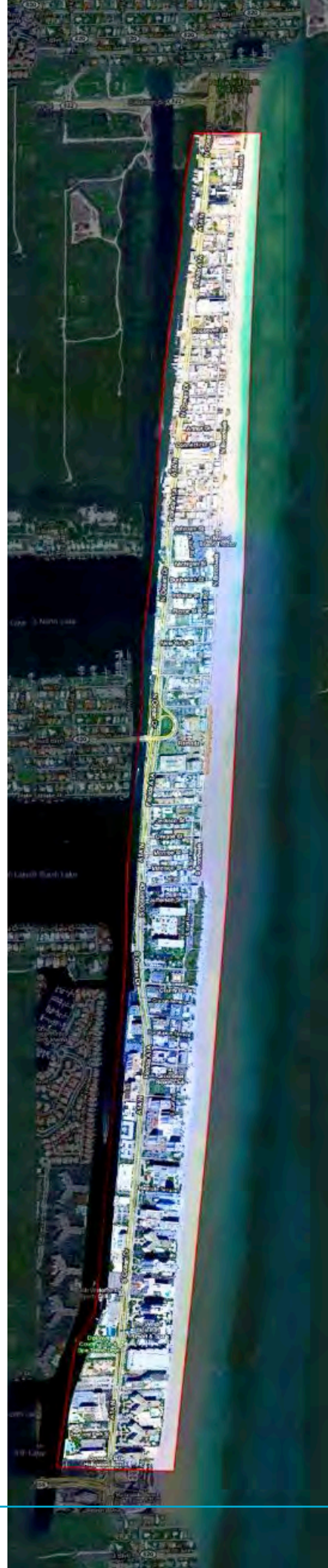
BEACH DISTRICT | OVERVIEW

Pursuant to the Hollywood Beach Community Redevelopment Plan, community leaders recognized that economic and physical revitalization must be balanced with the protection of natural resources and open space if Hollywood Beach is to provide for a viable business community and high quality of life for its residents and visitors. Throughout this past year, the Beach District has continued to make significant progress in the implementation of the redevelopment plan.

The Community Redevelopment Agency's focus over the years has been centered on improving and revitalizing the District and has relied on a multi-pronged approach to redevelopment.

The overall beach redevelopment objectives are as follows:

- Promote redevelopment and eliminate the causes of physical and economic blight
- Ensure sanitary and safe conditions through infrastructure improvements
- Increase public parking
- Enrich the visual and functional quality of the streetscape for all user groups
- Provide for a viable business community and a high quality of life for Hollywood Beach residents and visitors
- Re-establish tourism as a vital industry in Hollywood Beach
- Enhance Hollywood Beach as a tropical destination
- Upgrade existing public recreation facilities and expand recreation opportunities
- Limit increases in the volume of vehicular traffic by providing transportation alternatives
- Preserve, protect, conserve, enhance estuarine and marine environmental quality, coastal wetlands, marine resources, beaches and dunes, coastal barriers and wildlife habitats
- Revitalize and encourage reinvestment in older structures and neighborhoods which are in a state of decline



FY 2016 ACCOMPLISHMENTS

OBJECTIVE:

Promote redevelopment and eliminate the causes of physical and economic blight

ACCOMPLISHMENT:

Development Projects

The Hollywood CRA Beach District has seen its share of quality development for condominium, hotel and mixed-use projects over the years and plans to continue to champion these endeavors. During fiscal year 2016, various development projects under construction included:



Meliá Costa Hollywood

Mixed-use hotel development which features 304 condo-hotel units, 11,000 SF of retail space, 24,000 SF of restaurant space, meeting space as well as a gym and spa



Sage Beach Condominiums

Luxury boutique condominium with 24 exclusive beachfront residences



Sky Harbor Condominiums

5-story, 8-unit luxury boutique condominium located adjacent to the Intracoastal Waterway in Hollywood Beach

OBJECTIVE

Enrich the visual and functional quality of the streetscape for all user groups

ACCOMPLISHMENT

Underground Utility Conversion and Streetscape Enhancements

This project has proven to be successful in transforming the pedestrian and vehicular streetscape by undergrounding the overhead utilities and enhancing the streetscapes. It has provided many benefits including the improvement to the district aesthetic and the provision of more reliable power, cable and telephone services which reduce the frequency of outages and improves public safety.

In Fiscal Year 2016, construction began to implement Phase III of the project (Oklahoma Street to New Mexico Street) with Burkhardt Construction being awarded the contract. This phase of the project consists of 13 blocks and incorporates Oklahoma Street through Lee Street (New Mexico and New Hampshire Streets were completed earlier). The streets adjacent to the new parking garage (Nebraska and Nevada Streets) will commence in conjunction with construction of the new parking garage. Construction will last approximately 2 years.

Phase IV of the project (Harrison to Magnolia Terrace - 19 blocks) is anticipated to begin in Fiscal Year 2019.

**ACCOMPLISHMENT**

A1A FDOT's RRR/Hollywood CRA Complete Streets Project

The Complete Streets design of the A1A Corridor from Arizona to Sheridan Streets is a combined effort between the Hollywood BCRA and the Florida Department of Transportation. The CRA coordinated with FDOT, capitalizing on their planned RRR project funding. FDOT's RRR project typically only addresses resurfacing, Restoration and Rehabilitation. In this case, the CRA was able to partner with FDOT by utilizing the funds it had dedicated toward the RRR project and apply those funds toward the CRA's project. This will result in a savings of approximately \$1.5M to the Hollywood CRA. The A1A Corridor is the major north/south transportation spine in the Beach CRA and this major infrastructure overhaul was identified as a capital improvement goal in the BCRA Redevelopment Agency Plan. The project will include wider sidewalks for pedestrians with new colorful decorative concrete pavers, sharrow bike lane, the undergrounding of overhead utilities, new landscaping along the sidewalk and medians as well as new pedestrian lighting. The design will assist with traffic calming and improved shared space for all users of this corridor. The project has been comprehensively coordinated with extensive input from the community. The project is expected to begin in September 2017.



OBJECTIVE

Promote public parking

ACCOMPLISHMENT

Nebraska/Nevada Street
Parking Garage

Following the redevelopment objectives of the adopted Hollywood Beach Community Redevelopment Plan, a parking garage in the northern section of the BCRA district is necessary to meet anticipated parking demands. Historically, the lack of convenient parking has generally occurred seasonally, however, as Hollywood Beach seeks to attain its goal of revitalization and establishing the area as an important tourist destination, it is anticipated that the parking demand will exceed the supply throughout the year.

In 2014, the CRA identified the property located on the east side of SR A1A between Nebraska and Nevada Streets (old Fire Station #40) as the site for a new parking garage and purchased the property from the City of Hollywood for this purpose. The proposed parking garage, designed by Joseph Kaller Architect, will have 304 parking spaces, entrances and exits on both Nebraska and Nevada streets, and public bathrooms.

West Façade –
A1A (Proposed
Design)

**OBJECTIVE**

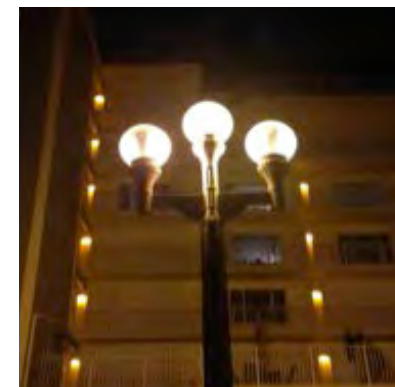
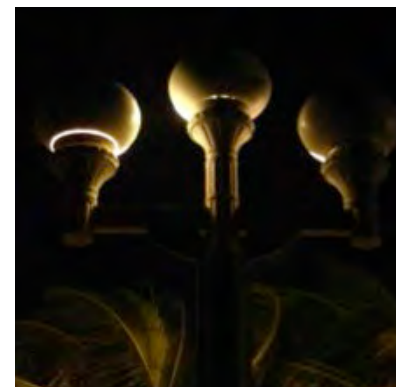
Preserve, protect, conserve,
enhance estuarine and marine
environmental quality, coastal
wetlands, marine resources,
beaches and dunes, coastal
barriers and wildlife habitats

ACCOMPLISHMENT

Marine Turtle Lighting Initiative

In 2016, CRA staff continued to protect wildlife habitats that enrich Hollywood Beach. The CRA developed an innovative technological coating to the historically themed tri-globe light fixtures, which significantly reduces light spillage on the adjacent beach – in addition to several internal shields (both a 180 degree seaward shield and a top shield), which had already been designed and fabricated within these fixtures. The CRA is in the final process of installing these innovative light fixtures on the Broadwalk.

In addition, CRA staff worked with Broward County Environmental Planning & Community Resilience Division, Marine Resources Section to install turtle signs in two locations (Azalea and Magnolia Terrace) to continue the CRA's educational efforts and bring awareness of the importance of the sea turtle nesting season. CRA staff will continue to engage in public outreach activities for residents, condominium staff and business owners.



ACCOMPLISHMENT

Beach Rules Signage (revised to include new rules and language)



In July, in anticipation of changes to the City code relating to consumption of food and beverages on the beach and other environmental concerns, the CRA began the process of modifying beach rules signage. Modifications include tent / umbrella separation requirements, maximum cooler size, and language to discourage the use of balloons on the beach.

The campaign was launched with the installation of banners. Signage on the street end corrals, beach entrance archways and lifeguard stands will be replaced on an as needed basis.



ACCOMPLISHMENT

Environmental Awareness

The CRA's Anti-Litter Campaign that includes environmental messaging on electrical cabinets, banners on street-light poles and other signage, continued with the additional distribution of branded promotional items to educate the public in regard to the importance of environmental responsibility.



ACCOMPLISHMENT

Discourage the use of polystyrene by businesses on Hollywood Beach

While Section 97.05 of the City of Hollywood Code of Ordinances reads, "Establishments located east of the Intracoastal Waterway selling food intended for consumption by customers off the premises of such establishments, or serving food in an outside seating area of an establishment, shall not sell or dispense disposable food service products, including but not limited to cups, lids, straws, plates, bowls, utensils, sandwich containers, or other packaging, which are made of plastic, polystyrene plastic, or of any nonbiodegradable material; except, however, that the ban on polystyrene plastic and plastic-coated paper products shall not become effective until the conditions set forth in F.S. § 403.708(11) are met," it has been determined that the ban on polystyrene plastic and plastic-coated paper products cannot legally be enforced. With that, the CRA contacted and met with business owners in regard to the environmental benefits of not using polystyrene products.

**OBJECTIVE**

Limit increases in the volume of vehicular traffic by providing transportation alternatives

ACCOMPLISHMENT

Multi-Modal Transportation and Livability Enhancements

The Hollywood Trolley service was launched in 2010 and continues to be in demand by residents and tourists.

The Hollywood Trolley program offers circulator transportation service throughout Hollywood Beach and to the Downtown area. The program was developed to improve mobility, enhance the visitor experience and ease parking demand and traffic congestion. To facilitate strong ridership, the service provides short headways, interconnectivity between the trolleys, public parking garages, Broward County Transit and B-Cycle, low rider cost, and connectivity to major activity centers.

In 2016, the CRA continued to make multi-modal transportation and livability a top priority with some key enhancements and partnerships. The CRA was awarded a grant from Broward County Transit in April, 2015, which supplements the trolley budget.

CRA staff continues to work with the Florida Department of Transportation as part of a grant request for design and construction of the Johnson Street transportation hub. The existing hub at the Margaritaville Hollywood Beach Resort has become an iconic stop for the public.



OBJECTIVE

Revitalize and encourage reinvestment in older structures and neighborhoods which are in a state of decline.

ACCOMPLISHMENT

CRA Property and Hotel Improvement Grant programs

Property Improvement Program (PIP)

The Property Improvement Program (PIP) established in 2005, offers a 50% reimbursement up to a maximum grant amount of \$50,000. for comprehensive renovations to the exterior of a property. Properties located along the Intracoastal Waterway are eligible for an additional \$25,000. for seawall or dock repairs. The grants are available to most properties, including commercial buildings, commercial tenants with landlord approval, multi-family properties, and condominiums for exterior common areas. In FY16, the board modified the PIP Grant eligibility to include all single family homes within the downtown district. Single family homes on the beach remain ineligible. Grants are awarded on a competitive basis.

Grant applicants are required to meet minimum property standards, repair any structural, safety or code violation issues on the building, and pass CRA design review standards including various uniformity standards where multiple unit owners are involved. They are also required to go through the appropriate City approval processes, including planning review and permitting. Additionally, applicants are strongly encouraged to incorporate green building products and practices as well as incorporate sea turtle friendly light fixtures where appropriate.

Although not exhaustive, the following list contains items that could be considered within the scope of work of a PIP grant:

- Exterior painting
- Exterior lighting (in conformance with the sea-turtle lighting ordinance, where applicable)
- Landscaping
- Impact-resistant windows and doors
- Roof repair or replacement
- Concrete restoration
- Plumbing work
- Exterior architectural enhancements
- Signage
- Paving for parking areas, walkways, or patios
- Air-conditioning (central air only)
- Structural repair
- Electrical work

In addition to the PIP, the program also includes a provision for “Mini-PIP” grants, which are grants with a total maximum cost of \$50,000. These grants can be authorized administratively through the CRA Executive Director with proper notification of the CRA board. Mini-PIPs provide a more streamlined process for property owners who can accomplish significant exterior renovations for under \$50,000.

The intent of the program is to leverage private investment for comprehensive improvements and encourage property and business owners to

restore, renovate or improve their property. The program further enables the CRA to utilize the grant opportunities to provide incentives for protection, restoration and preservation of historic structures. This improves physical characteristics throughout the district, enhancing the environment and increasing occupancy and property values.

In FY 2016, one (1) PIP grant was approved for a total CRA contribution of \$50,000. and two (2) Mini-PIP grants were approved for a total CRA contribution of \$34,676.95.

PROFILE PROJECT:

Dahan Market and Rocco's Pizza 1200 N. Broadwalk (Beach District PIP)

Dahan Market and Rocco's Pizza are located on the corner of Johnson Street and the Broadwalk, immediately adjacent to the Hollywood Historic Bandshell and across the Johnson Street Plaza from Margaritaville. The scope of work included extensive exterior renovations, including impact-resistant windows, new stucco, new eyebrows, new signage, relocation of the electrical meters on the front façade, and a mosaic mural on the south and west façades. CRA staff worked closely with the property owner to ensure thoughtful design and inclusion of public art. After work was completed and inspected by the CRA, the owner was awarded a reimbursement grant for each storefront: \$50,000 for Dahan Market and \$50,000 for Rocco's Pizza.



BEFORE



AFTER

Paint Only Program

The Paint Only Program (POP), established in April 2010, offers a 50% reimbursement up to a maximum grant amount of \$10,000. for patching, pressure cleaning and painting the exterior of any property within either CRA district, including single family, multi-family, condominium, or commercial properties. As a condition of receiving the grant, the property must meet minimum property standards, including the removal of conduit and screening of air-conditioning units. The owners

must also work with CRA staff to choose paint colors that meet the City and CRA design review standards. This incentive program has leveraged hundreds of thousands of dollars in private property upgrades beyond the scope of patching and painting. In FY2016, one (1) beach district applicant was approved for a total of \$10,000. of CRA funds, and two (2) downtown district applicants were approved for a total of \$6,000.

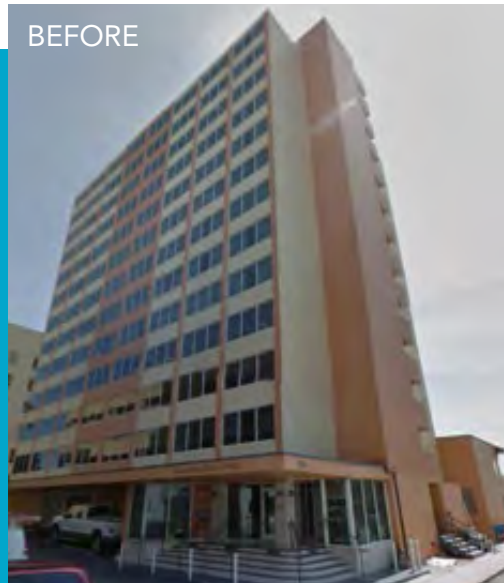
PROFILE PROJECT:

Hollywood Beach Towers

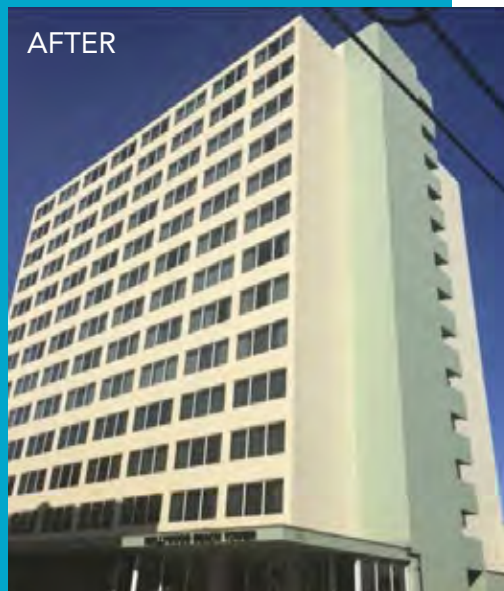
301 Harrison Street (Beach District POP)

Hollywood Beach Towers is a timeshare building on the southeast corner of the Hollywood Beach Resort property. The 13-story building required patching, pressure cleaning, and painting for a total project cost of \$68,350. CRA staff worked with the property management company on choosing colors that were complementary to the historic resort, but represented an independent building. After inspection by CRA staff, Hollywood Beach Towers received a grant of \$10,000. (15% of the total project cost).

BEFORE



AFTER



Hotel Improvement Program (HIP)

In 2005, the CRA created the Hotel Improvement Program (HIP). In September 2013, the board modified this grant program and it now offers a 33% reimbursement up to 20% of the appraised value or \$250,000., whichever is less. The grant is for comprehensive interior and exterior improvements to an existing hotel/motel, inn, or bed and breakfast with less than 50 rooms. Unlike the PIP which focuses on exterior renovations, the HIP is intended to focus on both the interior and exterior of the property, which both removes slum and blighted conditions on the exterior and raises the quality of hotel room accommodations within the CRA districts. No HIP Grant funding can be

used for non-fixed improvements, such as furniture or linens. The goal is to leverage and encourage private investment and to integrate the scope of the project with Superior Small Lodging's (SSL) Key Acceptable Hospitality Standard Elements. As a part of receiving this grant, the hotel must become certified with either SSL or become AAA Diamond Rated. Because of the extensive scope of work required for this grant and the very specific building type required, there are considerably fewer eligible properties than for the other CRA grant programs.

In FY2016, no applications were received for this program.



CRA DOWNTOWN DISTRICT

DOWNTOWN DISTRICT | OVERVIEW

Created in 1979 and encompassing Downtown Hollywood's central business district and nearby residential neighborhoods, the Downtown District boundaries include approximately 580 acres, including the 10-acre ArtsPark at Young Circle. The boundaries are Washington Street to the south, 22nd Avenue to the west, and Johnson Street to the north. The eastern boundaries are 14th Avenue from Johnson Street south to Polk Street, 16th Avenue from Polk Street to Van Buren Street, and 17th Avenue from Van Buren Street to Washington Street.



The district is served by Federal Highway/US-1, Hollywood Boulevard (SR 820) and the Dixie Highway/FEC Railroad corridor. The buildings are comprised of a mixture of residential and commercial uses, the oldest of which were constructed in the 1920s when the City was founded.

The historic and commercial business district of Hollywood is concentrated along Hollywood Boulevard and Harrison Street. Here, retail and restaurant uses dominate and are located in a traditional "Main Street" formation.



OBJECTIVE

Strengthen Downtown by concentrating development, promoting mixed-use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown.

ACCOMPLISHMENT

Downtown District Development Projects

Through public/private partnerships, over the years there have been a number of residential, mixed-use and commercial development projects in the Downtown CRA district. Included is the Radius mixed-use, residential project and the Hollywood Station mixed-use project.



In 2016, construction continued on the **Hollywood Circle** project – a 25-story mixed-use development with 397 rental units, a 104 room boutique hotel, and a retail component. The project is anticipated to be completed in late 2017.



Also under construction during 2016 was the **H3 Hollywood** (Hollywood Station Phase III) - a 14-story mixed-use development with 250 units and 5,000 square feet of commercial and office space.

Some of the redevelopment objectives for the Downtown District include:

- Strengthen Downtown by concentrating development, promoting mixed-use development, and increasing densities and intensities at appropriate locations, while maintaining an appropriate relationship to the public realm and the traditional downtown
- Improve the urban space by promoting outdoor activities such as sidewalk cafés, parklets, markets, and weekend fairs
- Establish Downtown Hollywood as a cultural arts district and entertainment destination with a diverse, vibrant economy and a strong sense of place
- Provide multi-modal transportation access to, from and within Downtown
- Ensure that residents, workers and visitors feel safe and secure in Downtown at all hours

OBJECTIVE

Ensure that Downtown Hollywood is attractive and visually appealing to residents, workers and visitors through methodologies that are energy efficient and sustainable

ACCOMPLISHMENT

Hollywood Boulevard Streetscape Enhancement

This project includes several components to enhance the streetscape along Hollywood Boulevard from 21st Avenue to Young Circle. New royal palm trees will be planted to continue the existing pattern of royal palms lining the sidewalks and replace palms which had died or been damaged. Deteriorated trees will be removed and new signature palm trees will be planted at both the pedestrian crossings and street/avenue intersections. These new trees will provide much of the support for new decorative and accent lighting in the form of festoon and curtain lighting systems. Four (4) new CCTV security cameras provided by the Hollywood Police Department are included in this project which will be mounted on decorative poles matching those of the festoon light poles. In addition, the understory landscape will be enhanced with new plant material and associated irrigation equipment.

In 2016, the planning/design phase was completed and the project is currently in the permitting phase. It is anticipated that construction will commence over Summer 2017.

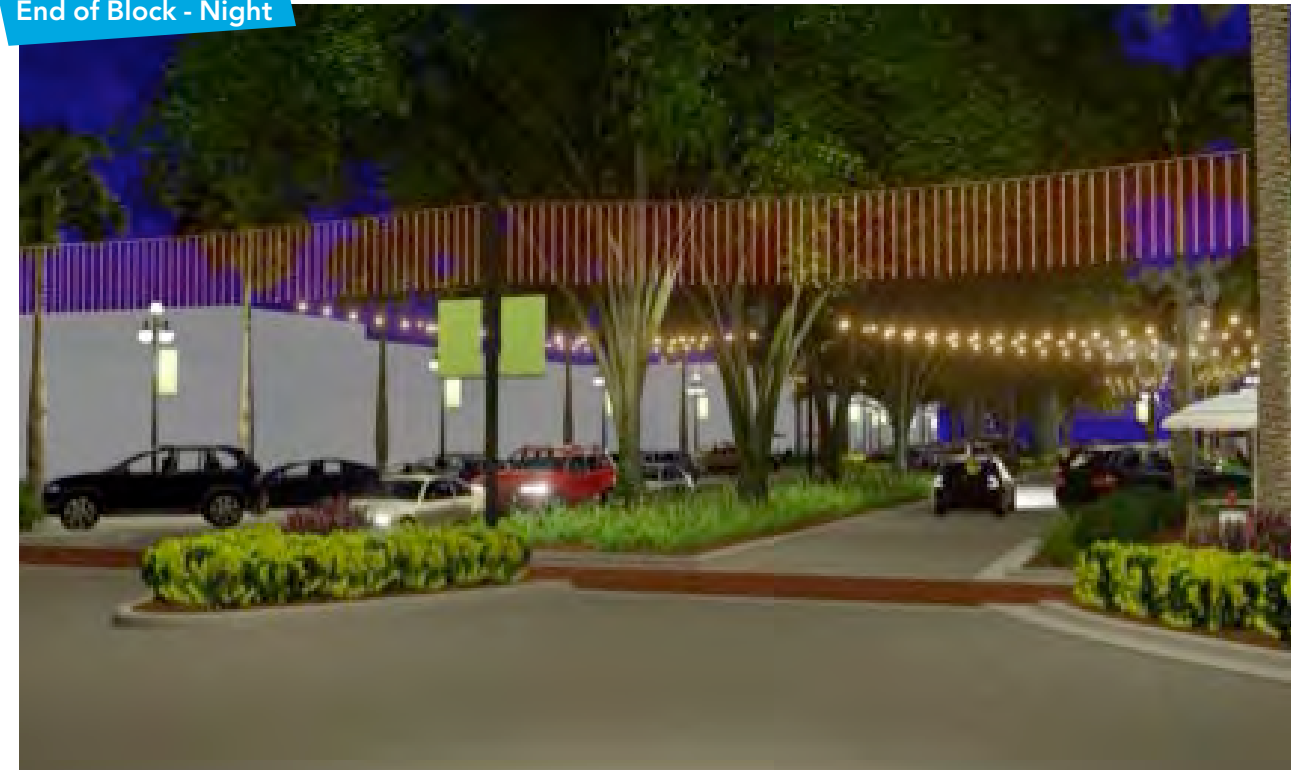
End of Block - Day



Mid-Block Day



End of Block - Night





OBJECTIVE

Provide for the development and redevelopment of Downtown Hollywood as a local and regional center for arts and culture

ACCOMPLISHMENT

Downtown Hollywood Mural Project

The goal of this project is to curate contemporary outdoor murals at key locations in Downtown Hollywood in an effort to enhance and enrich the existing cultural fabric of our community, thereby attracting more art related activities, businesses and events.

On April 4, 2012, the City Commission passed and adopted an ordinance which amended Section 8.4 of the Zoning and Land Development regulations to set forth that the review process for murals located in the Downtown Community Redevelopment Area's Music District would be established by the CRA Board.

On May 2, 2012, the CRA Board passed and adopted R-CRA-2012-25 establishing a Mural Review Committee, which provided the purpose and duties of the committee, the number of committee members, criteria for committee membership and the length of the term of the committee members. Pursuant to the Resolution, CRA staff confirmed an administrative application process for property owners who were interested in having a mural painted on the exterior of their property within the boundaries of the Music District.

During FY 2016, mural applications approved included the following:

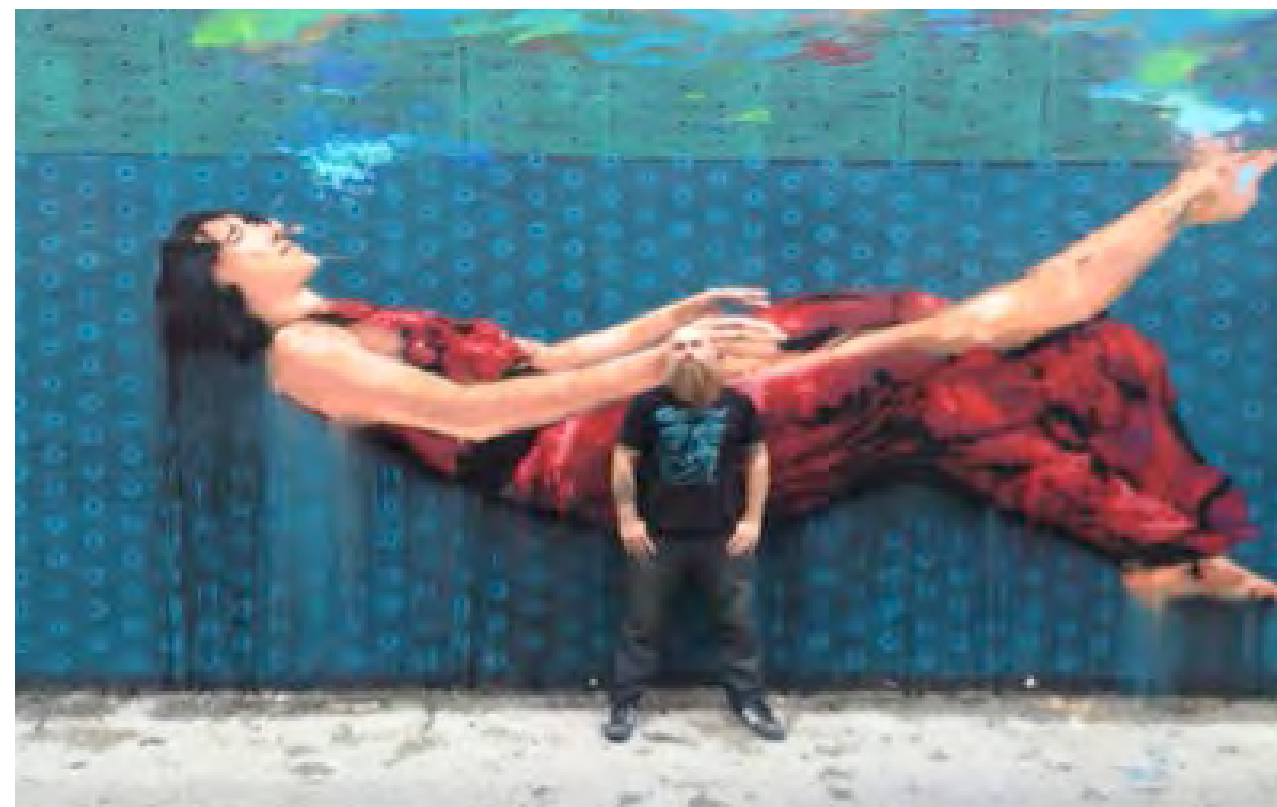


ARTIST: **Ernesto Maranje**

LOCATION: **1926 Harrison Street**

November 2015

Miami native **Ernesto Maranje** uses animal imagery to visualize and create his characters and narratives. He references myths, history, and his own experiences. He notes that “many of my creatures resemble fish and birds; their actions may often be parallel to our own human behavior. I also use bird imagery because I am hopeful that our evolution will take us from land to the skies. Unfortunately, in this life we are confined to crawling on earth in two dimensions. However, in my imaginary universe I have freed us from these constraints using color and form to give us another identity.” This is Maranje’s largest mural to date and was created with exterior latex and spray paint.



ARTIST: **Logan Hicks**

LOCATION: **113 South 20th Avenue**

December 2015

Logan Hicks is a New York-based stencil artist whose work explores the dynamics of the urban environment. Originally a screen printer, Logan’s work has gained notoriety due to his ability to create photo realistic murals with intricately layered hand-sprayed stencils. Stenciling started as a substitution for screen printing, but quickly morphed into Logan’s medium of choice.

The mural that he painted for DHMP is from his “water girls” series. With this series he takes photos of women floating and sinking under the water’s surface surrounded by a lush patterned landscape. “The water girls series represents freedom. The feeling of letting go... of drifting, unhindered, free of any external forces. The water girls murals strive to depict peace and tranquility, and the ability of a person to become centered,” says Hicks.



ARTIST: Kenny Scharf

LOCATION: 2019 Hollywood Boulevard

December 2015

The works of internationally-known, Los Angeles based Kenny Scharf consist of pop culture icons in a science fiction setting. He is best known for his work in the East Village, Manhattan art scene of the 1980s before seeing his work embraced by museums, with featured exhibits at the Monterrey Museum of Contemporary Art, Miami Center for the Fine Arts, and Queens Museum of Art. Scharf also did the cover art for The B-52's 1986 album *Bouncing off the Satellites*. "One very important and guiding principle to my work is to reach out beyond the elitist boundaries of fine art and connect to popular culture through my art," says Scharf.



ARTIST: TM Sisters

**LOCATION: 251 North 19th Avenue
(Radius Parking Garage)**

February 2016

Miami natives Monica and Tasha Lopez De Victoria are the **TM Sisters**. Their work spans from mixed media collage to site-specific interactive video performance and everything in between — installations, fashion, social experiments, events and performances. "We're experimenting all the time; we love to play and collaborate," says Monica. "We balance each other off."

Their work is immersive and colorful and influenced by South Florida's landscape — cultural presence, energy, weather and its colors.

The largest DHMP mural to date, the sisters painted a large-scale mural of a sunset on the Radius parking garage. The mural can be seen throughout Downtown peeking through the buildings.



ARTIST: **Nicole Salcedo**

LOCATION: **2039 Harrison Street**

May 2016

Nicole Salcedo is a first generation Cuban American, born and raised in Miami, Florida. She considers herself to be an interdisciplinary artist with a passion for drawing. Her work is inspired by nature and the human emotions. Her plant based drawings and paintings known as “junglevision” aim to create playful and more approachable jungle landscape. Jungles, like any area of pure wilderness, represents her deep and ever present longing to escape into nature, at the same time they hold her core fears of survival. Turning a dense jungle into a fun landscape not only bypasses those fears but turns this “wilderness” into a more fanciful and inviting place.



ARTIST: **Kenton Parker**

LOCATION: **1800 South Young Circle**

July 2016

Los Angeles based artist **Kenton Parker's** studio practice is content driven, full of the charisma and charm of the artist's personality, and able to tackle any media. Drawing from the psychological underbelly of humanity, Parker's work develops from crude and witty musings incessantly scribbled on thousands of papers and gathered into an archive. These ideas are then translated into sculpture, painting, installation, videos, and murals. The overall result is a multitude of interpretations that tap into the dark humor of lifetime achievements and disappointments.

Through careful observation of his surroundings and meticulous sourcing, Parker cultivates a perverse ethos, where viewers can get a glimpse into his crude, yet contemplative persona, whose intellect is matched by sexual deviation, marked by his personal experiences navigating the glorious and troubling Los Angeles landscape.

ACCOMPLISHMENT

Artspace



CRA staff continued to communicate with Artspace in regard to a possible location in either the Downtown or Beach District. Artspace, based in Minneapolis, Minnesota, is a national leader in developing affordable space that meets the needs of artists through the adaptive reuse of historic buildings and new construction.

Artspace is seeking to develop a project with a minimum of 40,000 sq. ft. They are interested in either revitalizing a current

structure, new construction, or because of the historical make up of Hollywood, a combination of both.

In FY2015, the second step of the six step process was funded and taken. This second step was conducting a survey to determine the market demand for an Artspace project. Artspace Projects, Inc. and Swan Research and Consulting, in collaboration with the CRA, designed the survey used in study. The survey addressed

four areas of interest including 1) current living and working information 2) preferences for living and creative work space 3) demographic information and 4) the respondent's personal interest in relocation to an affordable artists' live/work community, rental of studio or creative work space on an ongoing basis, and/or access to studio or creative work space on an occasional basis through a short-term rental or membership based arrangement in Hollywood, Florida.

The CRA coordinated outreach efforts and organized dissemination of information about the survey with the collaboration of community partners, including the Arts and Culture Center of Hollywood, Cinema Paradiso, and Gallery 2014.

In January and February 2016, artists and creatively involved individuals living and working in Hollywood and the surrounding region were invited to participate in the survey and were provided with a link to access the survey online. Information about the survey was disseminated in a variety

of ways including email blasts and e-newsletters sent by study partners and other collaborative organizations (Resurrection Drums and ArtServe/Fort Lauderdale). Postings were made to a Facebook page, Instagram and a Twitter feed developed specifically for the project, and information was presented at various cultural events and prior to the showing of each feature film at Cinema Paradiso. The advertising campaign for the project included print and electronic local media as well as a billboard that ran for 8 weeks on I-95. 10,000 postcards with information

regarding the initiative and the survey link were distributed and placed in local businesses, galleries, and throughout the cultural community.

The survey was available for 8 weeks via the Internet, utilizing the Survey Gizmo survey application. Five hundred seven (507) individuals completed the Survey of Artists' and Creative Individuals' Space Needs and Preferences. The level of response obtained in the survey is consistent with similar studies of this kind involving narrow content and longer length.

Survey results:

- 507 respondents completed the Florida's Hollywood Survey of Artists' and Creative Individuals' Space Needs and Preferences. The survey findings indicate demand for several types of living and working spaces.
- 279 of the survey respondents (55%) expressed interest in relocating to a potential affordable artists' live/work community in the City of Hollywood (these respondents will be referred to as the "interested artists" throughout this report). Approximately half of the interested artists (51%) have never lived in Hollywood, indicating they may be drawn to this distinctive opportunity to live and work near other artists and creative individuals.
- 182 of the survey respondents (36%) expressed interest in renting studio or creative workspace, specifically designed for artists and creative individuals, on an ongoing basis in Hollywood (Figure 1).
- 96 of these respondents are interested only in renting studio or creative work space on an ongoing basis, while 86 also expressed interest in live/work space. (It is likely that the 86 respondents interested in both live/work space and ongoing studio or creative work space would choose either studio/ creative space rental or live/work space, but not both).
- 181 of the survey respondents (36%) expressed interest in accessing studio or creative work space occasionally; through a short-term rental or membership based arrangement in Hollywood. 93 artists are only interested in accessing space on an occasional basis, while 88 also expressed interest in live/work space and/or ongoing studio or creative work space rental. (For the 88 artists interested in both occasional and other space, it is reasonable to assume that they may choose access to occasional studio or creative space as well as ongoing studio or creative work space rental and/or relocation to live/work space in Hollywood).

Interested Artists Currently Residing in Hollywood, Florida

Zip Code	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
33020	46	16.5	45	24.7	55	30.4
33021	24	8.6	18	9.9	27	14.9
33024	12	4.3	6	3.3	8	4.4
33019	7	2.5	10	5.5	7	3.9
33023	6	2.2	4	2.2	4	2.2
33025	3	1.1	1	0.5	2	1.1
33029	3	1.1	2	1.1	2	1.1
33027	2	0.7	3	1.6	1	0.6
Total	103	37.0	89	48.8	106	58.6

Interested Artists Currently Residing in Fort Lauderdale, Florida

Zip Code	Live/Work		Ongoing Studio Rental		Occasional Studio Rental	
	#	%	#	%	#	%
33312	13	4.7	9	4.9	9	5.0
33324	6	2.2	5	2.7	2	1.1
33304	5	1.8	6	3.3	3	1.7
33308	3	1.1	1	0.5	1	0.6
33319	3	1.1	1	0.5	1	0.6
33322	3	1.1	2	1.1	1	0.6
33327	3	1.1	1	0.5	1	0.6
33301	2	0.7	1	0.5	2	1.1
33305	2	0.7	1	0.5	0	0.0
33309	2	0.7	1	0.5	0	0.0
33311	2	0.7	0	0.0	2	1.1
33313	2	0.7	0	0.0	1	0.6
33314	2	0.7	1	0.5	0	0.0
33316	2	0.7	0	0.0	0	0.0
33317	2	0.7	1	0.5	0	0.0
33351	2	0.7	1	0.5	0	0.0
33328	1	0.4	3	1.6	0	0.0
33326	1	0.4	2	1.1	1	0.6
33334	1	0.4	1	0.5	2	1.1
Various*	4	1.4	0	0.0	0	0.0
Total	61	22.0	37	19.7	26	14.7

**Zip codes with only one interested artist.*

Artspace is a national leader in the field of developing affordable space for artists through the adaptive reuse of buildings and new construction. Since 1990, Artspace has expanded its range of activities to include projects in operation or development in more than 20 states across the nation. These projects represent nearly 2,000 live/work units and millions of square feet of non-residential community and commercial space. At this time, their only project in Florida is Sailboat Bend Artist Lofts/ Historic West Side School in Fort Lauderdale.

OBJECTIVE

Improve the urban space by promoting outdoor activities such as sidewalk cafés, parklets, markets and weekend fairs

ACCOMPLISHMENT

PARK(ing) Day

On September 16-17, 2016, the CRA participated in International PARK(ing) Day, an annual worldwide event where artists, designers and citizens transform metered parking spots into temporary public parks called "parklets." This was the third year that the CRA collaborated with the City of Hollywood and Barry University on this community event to not only create parklets, but include a complete streets demonstration, a pop-up train station, and free public festival including music performances, visual art demonstrations, and health public outreach. The CRA plans to continue this effort on an annual basis. Additionally, the CRA is exploring options to offer a parklet program on a semi-permanent basis.



OBJECTIVE

Establish Downtown Hollywood as a cultural arts district and entertainment destination with a diverse, vibrant economy and a strong sense of place

ACCOMPLISHMENT

Downtown Hollywood Artwalk

On the 3rd Saturday of each month, the Hollywood CRA produces and programs the Downtown Hollywood Artwalk. Festivities include live music in various locations on the street, galleries and businesses showcasing art for purchase, Impulse Art, a fusion of music by Resurrection Drums, painting by Daniel Pontet and the newly added complimentary guided walking tour of the Downtown Hollywood Mural Project. Future plans for the event include the addition of an artisan market.

**ACCOMPLISHMENT**

Full Moon Drum Circle

On the full moon of every month, the Hollywood CRA and Resurrection Drums host a guided drum circle in ArtsPark. All skill levels are welcome.

**ACCOMPLISHMENT**

Dream Car Classic

On the 1st Sunday of every month, the Hollywood CRA and Cobra Joe Productions host the Dream Car Classic Car Show. Dozens of classic cars, trucks and other vehicles of interest are showcased on Hollywood Blvd. Awards are given out for the Top 30 vehicles and the People's Choice Award.



OBJECTIVE

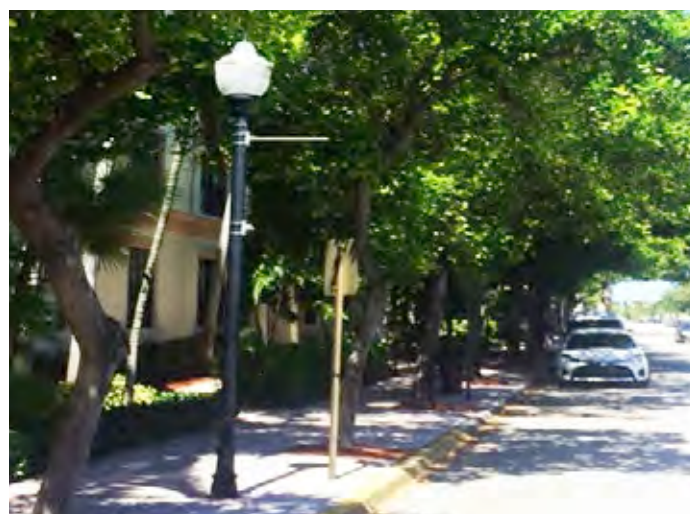
Ensure that residents, workers and visitors feel safe and secure in Downtown at all hours

ACCOMPLISHMENT

Downtown Neighborhood Streetlighting Project

In FY 2016, 8 streets were identified in the Downtown CRA to receive new lighting. The streets were selected with input from the Hollywood Police Department and the CRA. They include Adams, Jefferson, Madison, Jackson, Taylor, Fillmore, Pierce and Buchanan Streets. The project includes decorative fluted poles and acorn light fixtures with LED lights. There are approximately 19 poles per street. A low bid contractor will install the poles and fixtures which will be purchased by the CRA directly through the vendors to save on overall project cost.

The first two blocks to be implemented will be Pierce and Buchanan Streets based upon priorities set by the Hollywood Police Department.

**OBJECTIVE**

Provide multi-modal transportation access to, from and within Downtown

ACCOMPLISHMENT

Multi-Modal Transportation and Livability Enhancements

In 2016, the CRA continued to make multi-modal transportation and livability a top priority with some key enhancements and continued partnerships.

The CRA continues to receive a matching grant from the Florida Department of Transportation. This grant enables the CRA to expand its transportation program by providing public transportation service from the Tri-Rail Hollywood Station to Downtown. From there, riders can stay in Downtown or switch to the trolley system and travel to Hollywood Beach. This will allow visitors from neighboring counties to reach Downtown Hollywood and Hollywood Beach via an easy and affordable manner. The shuttle service operates along a set route with various stops and has evolved in the last 15 months. This service aims to expand the transit network, covering other areas in the following year.



CRA GENERAL OPERATIONS



Private Investment/ Redevelopment, Business Recruitment, Retention and Expansion

The Beach District's business development initiatives support the redevelopment objectives identified in the Hollywood Beach Community Redevelopment Plan.

With a mission to drive economic growth and in accordance with the redevelopment objectives, key marketing and business development goals for the Beach District are:

- Develop and promote CRA programs and opportunities to stimulate private investment and improvement projects
- Foster ongoing communication with Hollywood Beach residents, business owners, property owners, civic and community groups, and condominium associations
- Strengthen awareness and identity of Hollywood Beach and the CRA to investors, visitors, residents and commercial business audiences

The Downtown District's business

development initiatives support the redevelopment objectives identified in the Downtown District Redevelopment Plan.

These objectives include:

- Provide property owners and brokers with assistance in recruiting commercial tenants (with a special focus on "creative class" tenants) and new quality businesses to Downtown Hollywood
- Encourage new office development, targeting areas north of Hollywood Boulevard
- Integrate ArtsPark at Young Circle into all Downtown District activities
- Cultivate an environment that embraces the arts and supports artistic activity
- Celebrate the existing

historic business district along Hollywood Boulevard

- Work with the City of Hollywood Department of Community and Economic Development, Building Department, Developmental Services Department, outside agencies, Downtown Hollywood Business Association and property owners to fast-track the permitting process used to open new businesses

As part of the Department of Planning and Development Services approval process for Certificates of Use, CRA staff reviewed 206 Certificates of Use.

Staff continues to work with property owners, brokers and other real estate professionals in an effort to retain and recruit

businesses in both Districts. The recruitment strategy included the recommendation to modify public policy on issues such as outdoor murals and zoning. In an effort to increase the daytime population of the Downtown District, a special focus was placed on the development of new office space and the recruitment of office tenants including shared space, executive office suites and traditional larger office users. The North Office District was promoted as another option for small businesses and live-work space. As a result of these efforts, additional new businesses opened in Downtown Hollywood and Hollywood Beach, crediting lower rents and the desire to be in a centrally located business district.

Maintenance

Beach District

In FY 2016, funding continued for capital equipment, repairs to equipment, supplies and staffing of the CRA's Enhanced Service Beach Maintenance crew. The crew currently includes one full supervisor and ten full-time staff members. Additionally, funding was allocated for the procurement of ongoing temporary employees as needed.

The CRA Beach Maintenance staff works an enhanced shift from 1:30pm to 10:00pm to supplement the maintenance activities provided during the daytime by the City of Hollywood within the boundaries of the CRA Beach District. Responsibilities range from emptying garbage cans, managing and maintaining the lighting on the Broadwalk, daily maintenance of restrooms, cleaning of outdoor beach

showers, de-littering the beach, and maintaining mobi-mats, to ambassadorial duties for our beach-going public. The CRA Beach Maintenance staff also plays a pivotal role in identifying and addressing the needs of the community such as way finding and other signage, bike lane enhanced markings and creating easy to identify recycle bins.

Downtown District

Commencing in November 2011, the CRA piggybacked off an RFP with a local governmental agency and selected Block By Block, Inc. dba Valor Security Services (BBB). In September, 2014, the CRA piggybacked off a contract from the City of Miami's RFP for security and sanitation services with Mydatt Service, Inc., d/b/a Block By Block (BBB). With that, BBB's services were expanded to include safety in core commercial area of the Downtown CRA District during the evening hours.

The Block By Block Clean Team consists of one full time operations manager and three full-time ambassadors and five full-time safety ambassadors.

The BBB clean team provides an enhanced level of maintenance service and addresses some of the day-to-day maintenance needs of the CRA including de-littering of public areas, "spot" pressure cleaning of sidewalks, removal of palm fronds (once already fallen to ground), removal of graffiti on public property and special projects such as the installation of banners on light poles and painting of safety zones on curbs. City of Hollywood staff continues to be responsible for the emptying the trash receptacles in Downtown Hollywood on a daily basis, as well as maintaining the ArtsPark and the landscape located throughout the Downtown District.

The Block By Block Safety Ambassadors program provides coverage in the commercial core and in the ArtsPark at Young Circle. The Ambassadors are unarmed and work in partnership with the City of Hollywood Police Department and the City of Hollywood Department of Parks, Recreation and Cultural Arts Park Rangers (in the ArtsPark). They utilize a guard tour wand system, two-way radios that access the all-government channel and are required to monitor the area by walking, riding bicycles and or utilizing whatever means of transportation necessary in order to provide coverage.

Code Enforcement/Police

In FY 2016, funding continued for several prior initiatives due to their positive results. Included was the initiative to provide an increased focus on property standards and code compliance, which began in 2012 and provided for an additional code enforcement officer to "float" between the Beach and Downtown Districts. This additional hire increased the CRA's enhanced code enforcement team from two to three officers who cover

a seven day schedule often including evening shifts.

CRA Code Enforcement staff seeks compliance and engages property owners in an effort to educate and offer suggestions on how they may remedy code violations. The most common violation written was for property standards.

In FY2016, there were 1,080 violations issued, 1,624 re-inspections and 89 complaints addressed

by the CRA's Enhanced Code Enforcement officers.

The CRA also continued to fund enhanced police services for the Downtown and the Beach as well as fund needed equipment such as ATVs. The Police personnel play a vital role in making the Beach and Downtown districts safe for residents, visitors and business owners. These officers provide an enhanced level of service over the baseline level that is provided by the City of Hollywood patrol officers.

Marketing and Advertising

Of the 31 municipalities in Broward County, Hollywood was second only to the City of Fort Lauderdale in the contribution and collection of tourist tax dollars to the County. The CRA continues to monitor the economic factors that affect Hollywood's tourism industry and business industries and works with the City of Hollywood and other government and private agencies to increase the value of the Hollywood visitor market.

The CRA's Marketing and Tourism Coordinator is

responsible for managing numerous CRA marketing initiatives including special event programming, social media management and works with the CRA's agency-of-record, Ambit, on advertising.

The CRA continues to reach consumers through its successful multi-media advertising campaigns that position Hollywood as a desirable destination to visit as well as an ideal place to open or expand a business. The multi-media campaign promotes Hollywood Beach

and Downtown to a national audience with a focus on key feeder markets in Florida.

The Hollywood CRA created a social media presence as "Florida's Hollywood" on three major social media platforms: Facebook, Twitter and Instagram. These platforms are used to gain insight into community interest; engage with residents, business owners and visitors; build brand visibility; promote investment through local businesses, events, tourism, eco-tourism, and transportation.

Media objectives:

- Attract new businesses and investment to Downtown Hollywood and Hollywood Beach
- Attract the visitor market to Hollywood Beach and Downtown Hollywood
- Advertise special events

Media strategies:

- Use media proven to be effective at reaching specific target audiences
- Run television ads to reach national travelers as well as local and Florida drive audiences
- Use targeted online sites to reach local and Florida drive audience
- Drive traffic to Hollywood's tourism website (increase clicks to site, increase clicks to partner sites, add to email database, increase mail database of vacation planners)

Social media marketing programs create content that attracts attention and encourages users to share it with their social networks.

FACEBOOK

3,273 NEW LIKES

TOP REACH

51,545 during March for St. Patrick's Day Parade

DEMOGRAPHICS

72% female, 25 – 44 years old

FOCUS

Most popular platform for the target demographic. Use of Facebook to promote local businesses, share information and local events

TWITTER

741 NEW FOLLOWERS

9,179 unique views

DEMOGRAPHICS

51% female, 24 – 34 years old

FOCUS

Join conversations, promote things to do, share information

INSTAGRAM

750 NEW FOLLOWERS

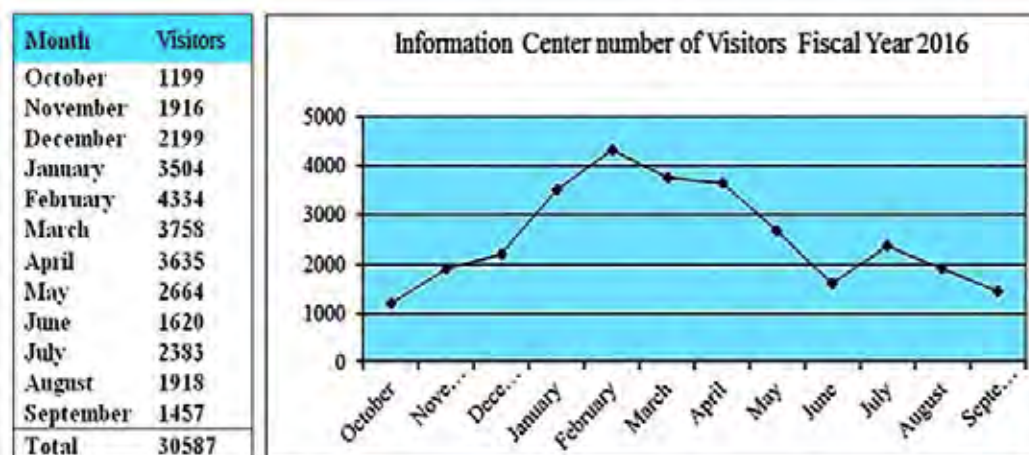
FOCUS

Visual storytelling with a focus of Hollywood Beach and art in Downtown Hollywood

SNAPCHAT

Introduced the geofilter with PARK(ing) Day

Visitor Information



FAMs and Conferences

TBEX: Pre – event FAM Tour October 2015

The Travel Blog Exchange show is for travel bloggers and media in the travel industry. In collaboration with the Greater Fort Lauderdale Convention & Visitors Bureau, Hollywood coordinated a pre-event FAM trip for 9 travel bloggers. They toured Hollywood Beach and rode the trolley for a Hollywood Mural Project Tour and experienced the ArtsPark at Young Circle.

Shop Small Business Saturday – November 2015

This event was first launched by American Express Corporation in 2010 and encourages people to shop at small businesses on the Saturday after Thanksgiving. CRA Visitor Services participated by distributing promotional packets to local businesses.

UK Family FAM March 2016

The Greater Fort Lauderdale CVB hosted a three generation family from the UK. The family visited Hollywood for the day. They dined on the Broadwalk and toured Margaritaville Hollywood Beach Resort. They also experienced the Intracoastal on the Water Taxi.

Allegiant Travel Agent FAM June 2016

Allegiant Airlines started flying from FLL. The Greater Fort Lauderdale CVB coordinated a FAM trip for Allegiant's top travel agents, including

a tour of Florida's Hollywood. Starting with a bike tour of the Broadwalk followed by lunch on Hollywood Beach, the group ended by riding the trolley to Downtown Hollywood for a glass blowing demonstration and Hollywood Mural Project Tour.

Brazilian Conference FAM August 2016

The Greater Fort Lauderdale CVB sales team brought 24 international planners from Brazil to Broward County. They toured many of the large meeting spaces in the area and received promotional materials from the CRA describing things to do in Hollywood and to share with future attendees.

Chinese Art & Fashion Influencer FAM August 2016

The Greater Fort Lauderdale CVB brought six beauty fashion bloggers from China. The group came to Downtown Hollywood to see the Downtown Hollywood Mural Project, glass blowing demonstrations, local art galleries and enjoyed lunch on Harrison Street.

Florida Governor's Conference on Tourism September 2016

The Florida Governor's Conference on tourism is the premier annual educational conference for the Florida tourism industry, designed and coordinated by Visit Florida, the official tourism marketing corporation for the State of Florida. Last year's event was held in Orlando, Florida.

FINANCIAL OVERVIEW





What is tax increment financing?

Tax increment financing is a unique tool available to cities and counties for redevelopment activities. It is used to leverage public funds to promote private sector activity in the targeted area. The dollar value of all real property in the Community Redevelopment Area is determined as of a fixed date "base year," also known as the "frozen value." The base year of the Beach District is 1997 and

the Downtown District is 1979. Taxing authorities that contribute to the tax increment continue to receive property tax revenues based on the frozen value. These frozen value revenues go to their general funds and are available for general government purposes. However, any tax revenues from increases in real property value, referred to as "increment," are deposited into the Community Redevelopment

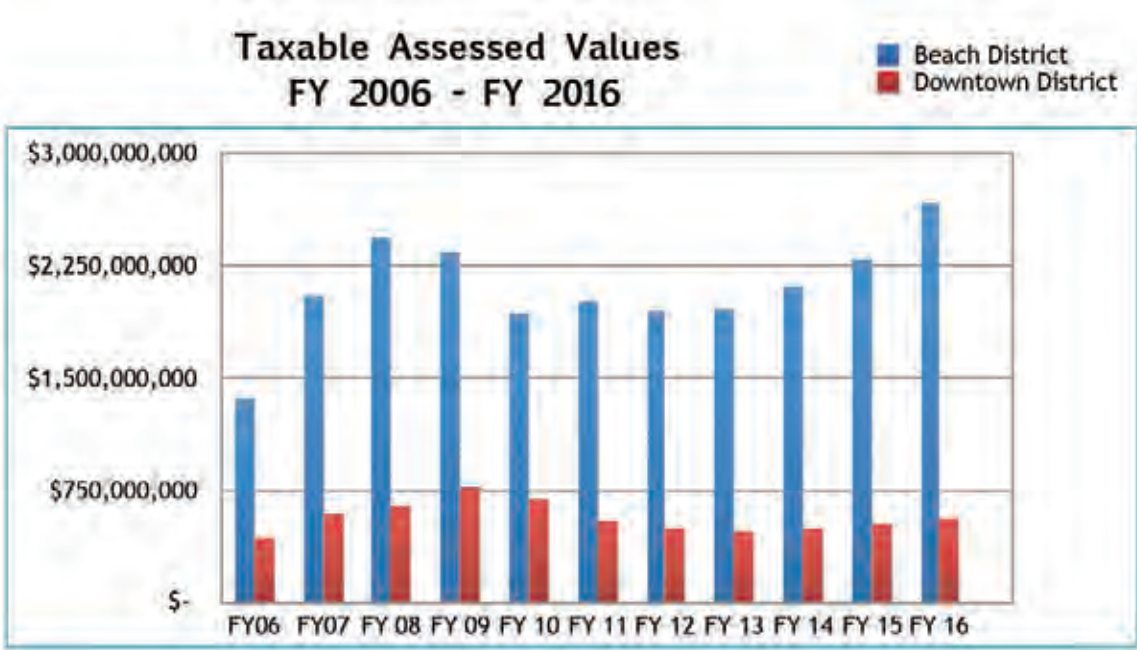
Agency Trust Fund and dedicated to the redevelopment area. The trust fund revenues generated through tax increment are contributed to by four taxing authorities including the City of Hollywood (City), Broward County (County) Children's Services Council of Broward County (CSC), and South Broward Hospital District (Hospital).



Taxable Assessed Values and Increment Revenues

In FY 2016, both the Beach District and the Downtown District realized increases in taxable assessed property values.

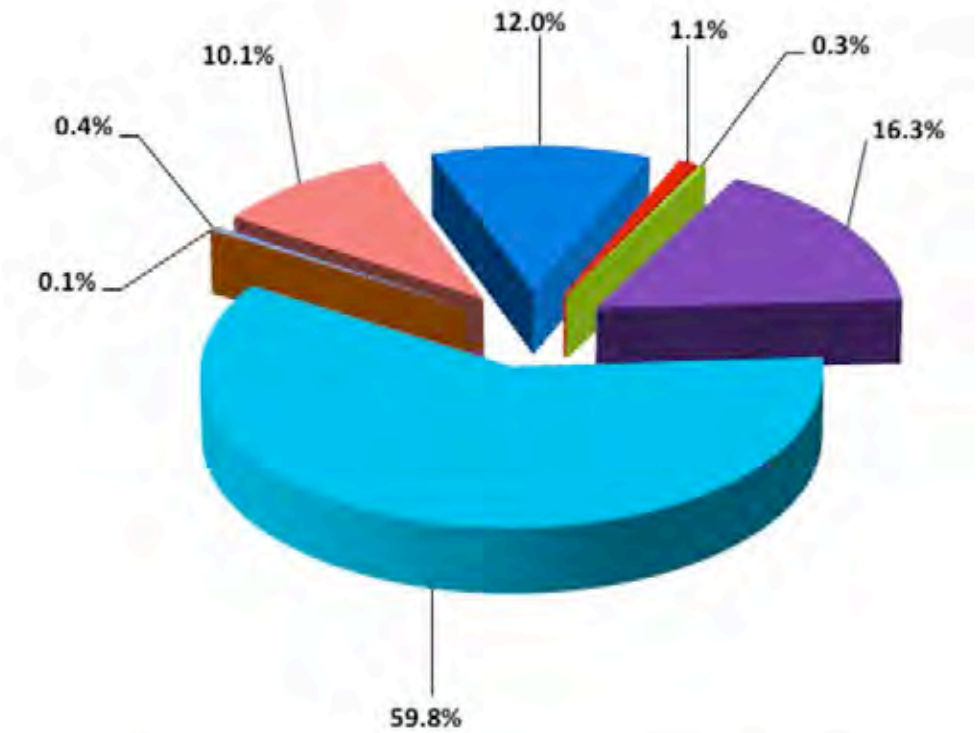
The property values for the Beach District increased from \$2,290,308,840. to \$2,673,192,150. (increase of 16.72%) while property values for the Downtown District increased from \$529,315,210. to \$560,214,910. (increase of 5.84%).



FY 2016 INCREMENT REVENUES			
Taxing Authorities	Millage Rate	Beach CRA Increment Revenue	Downtown CRA Increment Revenue
Broward County	5.4741	\$11,062,858	\$2,367,159
City of Hollywood	7.4479	\$15,051,801	\$3,233,842
Hospital District*	0.1737	\$300,000	\$75,530
Children's Svc. Council	0.4882	\$988,303	\$212,283
Grand Total		\$27,402,962	\$5,888,814

*Note: Revenues generated from the Hospital District are capped at \$300,000. for the Beach CRA district.

BEACH CRA FINANCIAL | SUMMARY



- TIF - COUNTY
- TIF - HOSPITAL DISTRICT
- TIF - CSC
- TIF - CITY
- BOND PROCEEDS – 2015 BCRA
- GRANTS
- MISCELLANEOUS
- CARRY-FORWARD FROM PRIOR YEAR

FY 2016 REVENUES - ACTUAL		
REVENUE SOURCE	AMOUNT	% of TOTAL
BROWARD COUNTY	\$11,062,858	11.96%
CITY OF HOLLYWOOD	\$15,051,801	16.28%
CHILDREN'S SERVICES COUNCIL	\$988,303	1.07%
S. BROWARD HOSPITAL DISTRICT	\$300,000	0.33%
BOND PROCEEDS – 2015 BCRA	\$55,287,321	59.79%
GRANTS	\$76,909	0.08%
MISCELLANEOUS	\$379,448	0.41%
CARRY-FORWARD FROM PRIOR YEAR	\$9,324,990	10.08%
GRAND TOTAL	\$92,471,630	100.00%

BEACH CRA		
FY 2016 USE OF CARRY-FORWARD FROM PRIOR YEAR (\$9,324,990)		
PROJECT	DESCRIPTION	AMOUNT
Undergrounding of Utilities - Phase 3	Funding for construction expenses for Phase 3 of the undergrounding of overhead utilities from Oklahoma Street to New Mexico Street	1,872,519
Undergrounding of Utilities - Phase 3 (Hollywood Ocean Agreement)	Undergrounding of overhead utilities from New Hampshire to New Mexico Street in conjunction with Phase 3 of the project	455,480
Undergrounding of Utilities - Phase 3 (Engineering Services)	Funding for architectural and engineering services related to the project	897,738
Public Beach Sand Re-nourishment	Relates to post-construction expenses beach re-nourishment project	1,500,000
Public Parking Garage (Engineering Services)	Architectural and engineering services for the Nebraska/Nevada Streets parking garage	256,590
A1A Multi-Modal Transportation Hub	Surveying, engineering and consulting services for Multi-Modal Transportation Hub project along SR A1A for Hollywood Beach	500,000
Concrete Light Pole Replacement	Replacement of damaged concrete light poles along the Boardwalk, N. Surf Road, and Charnow Park	275,996
Lifeguard Towers Replacement	Replacement of damaged and dilapidated lifeguard towers within the CRA district	200,000
Bike Path Repairs & Paver Replacement	Repairs of damaged bike path and settling of pavers adjacent to the bike path	101,074
Turtle Lighting	Funding to implement the CRA's turtle lighting initiatives as mandated by the State of Florida	250,000
Landscaping – Tree Replacement	Replacement of trees to improve the aesthetic view, enhance the beach and provide shade	50,000
Construction Improvement – Loading Zones	Construction of loading zone at Hayes Street and Minnesota Street on Hollywood Beach	105,233
Total Use Of Carry-forward For Capital Improvement Projects		\$6,464,630
Fund Balance – Restricted For Debt Service	Deposited in escrow account for purpose of indebtedness to which TIF is pledged	2,860,360
Grand Total – Use Of Carry-forward From Prior Year		\$9,324,990

STATEMENT OF REVENUE, EXPENSE AND CHANGES IN FUND BALANCE
FOR THE PERIOD ENDING SEPTEMBER 30, 2016
(Preliminary Unaudited)

	Balance 09.30.16	Balance 09.30.15	Dollar Change
REVENUES:			
Property Taxes	\$ 13,128,323	\$ 12,342,708	\$ 785,615
Intergovernmental	10,849,708	10,182,334	667,374
Investment Revenue	185,784	139,612	46,172
Miscellaneous Revenue	126,956	36,990	89,966
Total Operating Revenue	24,290,771	22,701,644	1,589,127
EXPENDITURES:			
<i>Current:</i>			
General Government	8,334,013	6,321,762	2,012,251
Economic Environment	1,138,377	17,566,803	(16,428,426)
Culture and Recreation	190,090	179,132	10,958
Transportation	-	126,108	(126,108)
Physical Environment	257,973	467,878	(209,905)
Total Current	9,920,453	24,661,684	(14,741,230)
<i>Capital Outlay:</i>			
General Government	2,501,186	177,510	2,323,676
Transportation	252,256	666,622	(414,366)
Physical Environment	690,147	7,625,009	(6,934,862)
Total Capital Outlay	3,443,589	8,469,141	(5,025,552)
<i>Debt Service:</i>			
Principal	3,638,750	3,230,000	408,750
Interest and Fiscal Charges	4,219,619	2,001,102	2,218,518
Total Debt Service	7,858,369	5,231,102	2,627,268
Total Expenditures	21,222,412	38,361,926	(17,139,514)
Operating Income (Loss)	3,068,359	(15,660,282)	18,728,641
TRANSFERS IN /(OUT)			
<i>Operating Transfers In:</i>			
Transfer In from Special Rev	66,708	-	66,708
<i>Operating Transfers (Out):</i>			
Transfer Out to Parking Enterprise	(1,100,000)	(1,169,926)	69,926
Total Transfers In/(Out) Fund	(1,033,292)	(1,169,926)	136,634
Proceeds from Debt Issuance	55,287,321	-	55,287,321
Uses of Proceeds-Retirement of Debt	(35,389,285)	-	(35,389,285)
Total Other Financing Sources (Uses)	18,864,744	(1,169,926)	20,034,670
Change in Fund Balances	21,933,104	(16,830,208)	38,763,312
Fund Balance - Beginning	9,324,990	26,155,198	(16,830,208)
Fund Balance - Ending	\$ 31,258,094	\$ 9,324,990	\$ 21,933,104

COMMUNITY REDEVELOPMENT AGENCY – BEACH DISTRICT
BALANCE SHEET
FOR THE PERIOD ENDING SEPTEMBER 30, 2016
(Preliminary Unaudited)

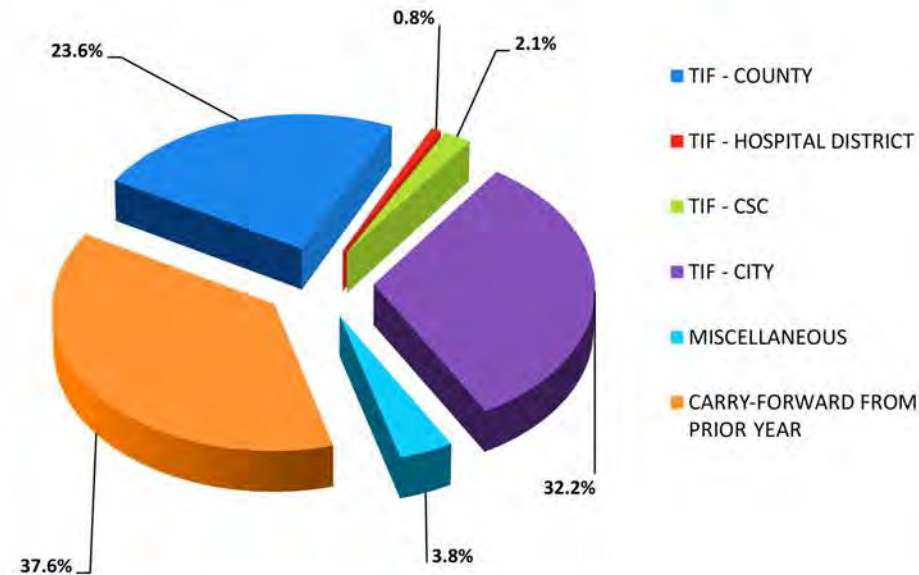
	Balance 09.30.16	Balance 09.30.15	Dollar Change
ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:			
ASSETS:			
Cash	\$ 200	\$ 200	\$ 0
Investments - at fair value	14,663,971	11,864,925	2,799,046
Due From Other Governments	18,979	-	18,979
Restricted Assets:			
Investments at fair value	19,616,270	3,182,816	16,433,454
TOTAL ASSETS	<u>34,299,420</u>	<u>15,047,941</u>	<u>19,251,480</u>
TOTAL ASSETS AND DEFERRED OUTFLOW OF RESOURCES	<u>34,299,420</u>	<u>15,047,941</u>	<u>19,251,480</u>
LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCES:			
LIABILITIES:			
Vouchers Payable	427,630	323,226	104,404
Accrued Wages & Leave	35,423	80,292	(44,869)
Due to Other Governments	1,578,361	442,917	1,135,445
Contracts Payable	631,383	4,876,516	(4,245,133)
Payable from Restricted Assets			
Construction Contracts Payable	349,550	-	349,550
Total Current Liabilities	3,022,347	5,722,950	(2,700,603)
DEFERRED INFLOWS OF RESOURCES:			
Unavailable Revenue	18,979	-	18,979
FUND BALANCES:			
Restricted:			
Debt Service	5,553,514	2,860,360	2,693,154
General Government	8,614,904	102,155	8,512,749
Culture & Recreation	100,000	-	100,000
Public Safety	500,000	34,132	465,868
Physical Environment	11,636,830	2,620,290	9,016,540
Transportation	830,047	1,132,287	(302,241)
Grants & Special Programs	4,022,799	2,575,766	1,447,034
Total Fund Balances	31,258,094	9,324,990	21,933,104
TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES	<u>\$ 34,299,420</u>	<u>\$ 15,047,940</u>	<u>\$ 19,251,480</u>

DOWNTOWN CRA FINANCIAL | SUMMARY



FY 2016 REVENUES - ACTUAL

REVENUE SOURCE	AMOUNT	% of TOTAL
BROWARD COUNTY	\$2,367,159	23.55%
CITY OF HOLLYWOOD	\$3,233,842	32.17%
CHILDREN'S SERVICES COUNCIL	\$212,283	2.11%
S. BROWARD HOSPITAL DISTRICT	\$75,530	0.76%
MISCELLANEOUS	\$386,108	3.84%
CARRY-FORWARD FROM PRIOR YEAR	\$3,776,213	37.57%
GRAND TOTAL	\$10,051,135	100.0%

DOWNTOWN CRA
FY 2016 USE OF CARRY-FORWARD FROM PRIOR YEAR (\$3,776,213)

PROJECT	DESCRIPTION	AMOUNT
Neighborhood Lighting Project	Replacement of existing lightpoles for aesthetic enhancement and greater illumination of roadway and sidewalks for improved safety of vehicles and pedestrians.	1,531,840
Decorative Lighting Project	New Festoon Lighting along Hollywood Boulevard from Young Circle to 21st Avenue	412,160
Hollywood Blvd - Streetlight Replacement Project	Replace historically themed poles and fixtures with new poles and 5 globe LED light fixtures in Hollywood Boulevard historic district	492,213
Hollywood Blvd - Streetscape Upgrades	Landscaping and lighting upgrades along Hollywood Boulevard from Young Circle to 21st Avenue	275,000
Hollywood Blvd - Streetscape Upgrades (Design/Permitting)	Funding for the design, consulting and permitting phase of the project	100,000
Hollywood Blvd - Direction/Gateway/Signage (Design/Permitting)	Design/permitting for wayfinding and gateway signage for downtown businesses, restaurants, parking, transportation, and events	50,000
Total Use Of Carry-forward For Capital Improvement Projects		\$2,861,213
Non-Spendable: Notes Receivables	Outstanding loans (less allowance for uncollectibles) to developers and others to assist in approved projects	915,000
Grand Total - Use Of Carry-forward From Prior Year		\$3,776,213

DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY
STATEMENT OF REVENUE, EXPENSES AND CHANGES IN FUND BALANCE
FOR THE PERIOD ENDING SEPTEMBER, 2016
(Preliminary Unaudited)

	Balance 09.30.16	Balance 09.30.15	Dollar Change
REVENUES:			
Property Taxes	\$ 3,233,842	\$ 3,015,211	\$ 218,631
Intergovernmental	2,654,972	2,473,987	180,985
Investment Revenue	336,910	10,770	326,139
Miscellaneous Revenue	49,198	29,928	19,270
Total Operating Revenue	6,274,922	5,529,896	745,026
EXPENDITURES:			
<i>Current:</i>			
General Government	2,507,307	1,379,425	1,127,883
Economic Environment	452,146	312,205	139,941
Physical Environment	-	104,536	(104,536)
Total Current	2,959,454	1,796,166	1,163,288
<i>Capital Outlay:</i>			
General Government	79,903	-	79,903
Transportation	441,784	322,054	119,730
Physical Environment	27,549	-	27,549
Total Capital Outlay	549,237	322,054	227,183
<i>Debt Service:</i>			
Principal	2,210,058	2,198,308	11,750
Interest and Fiscal Charges	842,961	987,921	(144,960)
Total Debt Service	3,053,019	3,186,229	(133,210)
Total Expenditures	6,561,709	5,304,449	1,257,260
Operating Income (Loss)	(286,787)	225,447	(512,234)
OTHER FINANCING SOURCES (USES):			
Proceeds from Issuance of Debt	-	2,000,000	(2,000,000)
Change in Fund Balance	(286,787)	2,225,447	(2,512,234)
Fund Balance - Beginning	3,776,213	1,550,766	2,225,447
Fund Balance - Ending	\$ 3,489,426	\$ 3,776,213	\$ (286,787)

DOWNTOWN COMMUNITY REDEVELOPMENT AGENCY
BALANCE SHEET
FOR THE PERIOD ENDING SEPTEMBER, 2016
(Preliminary Unaudited)

	Balance 09.30.16	Balance 09.30.15	Dollar Change
ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:			
ASSETS:			
Cash	\$ 200	\$ 200	\$ 0
Investments - at fair value	1,273,362	1,330,505	(57,143)
Notes Receivable - Net of Allowances	-	915,000	(915,000)
Real Estate Held for Resale	915,000	-	915,000
Restricted Assets:			
Investment - Note 2015	1,778,130	1,946,971	(168,841)
TOTAL ASSETS	3,966,692	4,192,676	(225,984)
TOTAL ASSETS AND DEFERRED OUTFLOWS OF RESOURCES:			
	3,966,692	4,192,676	(225,984)
LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCE:			
LIABILITIES:			
Vouchers Payable	155,786	85,244	70,542
Accrued Wages & Leave	4,088	10,650	(6,562)
Due to Other Governments	-	429	(429)
Deposits Payable	3,577	3,577	-
Contracts Payable	313,815	-	313,815
Total Liabilities	477,266	99,900	377,366
DEFERRED INFLOWS OF RESOURCES			
Unavailable Revenue	0	316,563	(316,563)
FUND BALANCES:			
NONSPENDABLE - Real Estate Held for Resale	915,000	-	915,000
NONSPENDABLE - Notes Receivable	-	915,000	(915,000)
RESTRICTED			
Future Construction	1,452,216	1,946,971	(494,755)
Transportation - Streetlights	712,213	612,946	99,267
Physical Environment	12,451	-	12,451
Encumbrance	1,153	-	1,153
Grants and Special Programs	396,393	301,296	95,097
Total Fund Balance	3,489,426	3,776,213	(286,787)
TOTAL LIABILITIES, DEFERRED INFLOWS OF RESOURCES AND FUND BALANCE	\$ 3,966,692	\$ 4,192,676	\$ (225,984)

CRA Issued Debt

Beach District Revenue Bonds

Beach District Series 2015 Revenue Bond:

In October 2015, the Beach District issued the Redevelopment Revenue and Revenue Refunding Bonds (Beach CRA), Series 2015 in a principal amount of \$55,000,000. to provide for public improvements within the Beach Redevelopment Area and all of the Agency's outstanding Series 2004 and Series 2007 Bonds.

The Series 2015 Bonds are secured by Trust Fund Revenues derived from tax increment revenues

generated within the Beach District. The bonds will provide funding for a new public parking garage at Nebraska and Nevada Streets fronting SR A1A and housing approximately 304 public parking spaces, as well as the completion of six blocks within the Phase III Streetscape Project.

At issuance, the Series 2015 Bonds had an A- Rating by Fitch and A3 rating by Moody's, however, Fitch has since upgraded its rating from A- to A+.

Downtown District Agency Loans

The Downtown District has secured \$31,500,000. in loans since 2002. This includes a \$2,000,000. loan which was secured in FY 2015 to complete public improvements such as neighborhood lighting and various beautification projects throughout Downtown.

The Downtown District has pledged its tax increment revenues for repayment of these loans. The note denominations are as follows:

Promissory Note	Principal Amount	Interest Rate
2002 Note	\$4,000,000	5.61%
2003 Note	\$2,500,000	5.44%
2004A Note	\$4,500,000	Variable
2006A Note	\$20,500,000	7.075%
2015 Note	\$2,000,000	2.84%

The outstanding balance as of fiscal year ending 2016 for the five notes mentioned above is \$12,710,403.



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Hollywood, Florida Community Redevelopment Agency
Beach and Downtown Districts

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