



Hollywood

WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

From the Desk of the City Manager

New Fitch Ratings

The City is proud to announce that its water and sewer series 2010B, 2014 and 2020 bonds and the utility's standalone credit profile have been upgraded from 'AA-' to 'AA' with stable outlook by Fitch Ratings. The release from Fitch cites the utility's robust leverage capacity, with an operating cost burden which is very low, and summarized the utility as having a "very strong financial profile". To obtain the upgrade at this difficult time, as many municipalities and their agencies are being negatively financially impacted by the pandemic, is a real accomplishment and reflection on the strong and sound fiscal health of the City and its public utility.

Broward County Enters Phase 2 of Reopening

On Monday, Broward County entered into Phase 2 of the COVID-19 Reopening Plan. It is important to note, the County announced there are no changes to how businesses are currently operating and bars remain closed. As long as COVID positivity rates continue to trend favorably, additional openings are expected in Broward in the coming weeks as the County moves forward toward a full Phase 2.

It is still critical that we continue to comply with emergency orders. Residents should remain vigilant and continue to take the necessary safety precautions. Avoid the "3 C's" – Closed Spaces, Crowded Places and Close-Contact Settings, wear a facial covering when in public, and maintain social distancing of at least six feet. People violating the facial covering requirement may be subject to fines. Business violations can be reported anonymously online anytime to [MyBroward.Broward.org](https://www.MyBroward.org) or by calling 311 from 8:00 a.m. to 10:00 p.m., seven days a week.

As we move forward with reopening businesses in Hollywood, our Department of Public Utilities is recommending that businesses open their water taps to flush pipes prior to consumption. Buildings that have been closed up have seen a reduction in water use, which could cause stagnant water to settle in the plumbing. Businesses should follow these recommendations of EPA and AWWA for protecting water quality for their employees by flushing systems thoroughly prior to use.

**WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020****From the Desk of the City Manager – (continued)****Cleaner, Healthier Hollywood**

This week the City launched the Cleaner, Healthier Hollywood education campaign to notify City sanitation customers of changes to collection services that take effect October 1st. In addition to publishing detailed information on the City's website, Government Access Channel, Notify Me email and text notification system and on City social media sites, the CMED team has also crafted a direct mail piece and individual cart hanger. The direct mail piece has been mailed to over 36,000 customers and WastePro crews have begun hanging notifications on individual carts throughout the City.

The goal of the "Cleaner, Healthier Hollywood" initiative is to beautify our City and improve residents' quality of life by modifying sanitation service requirements. Everyone is encouraged to do their part and follow the new service requirements in Chapter 50 of the Code of Ordinance. Some of the changes include:

- Bulk waste collected separately from yard waste. No more commingled collection of these materials.
- Larger amount of materials allowed for bulk collections.
- Modifications to collection schedule in some service areas.
- Newly defined Garbage & Recycling cart placement times and storage location.
- Update to sanitation fee.
- Enforcement modifications for non-compliance violations.

Some important reminders:

- Please keep your alleyway clear by trimming your landscaping to allow for clear passage.
- Professional tree trimmers and lawn maintenance companies are required to remove debris.
- Each property with alley access must have house numbers visible.
- 30 day grace period for enforcement ends Saturday, October 31st. You can find additional information on our website at www.hollywoodfl.org under City News or you can also call 954.967.4526.

For additional questions or concerns, please call 954.967.4526 or visit the City's website homepage at www.HollywoodFL.org. [FAQ](#), [VIDEO](#)

**WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020****From the Desk of the City Manager – (continued)****FY 2021 First Public Hearing**

The first public hearing for the Fiscal Year 2021 Operating Budget was presented on Monday which included a brief presentation by Assistant City Manager for Finance Administration, Adam Reichbach. During the first public hearing, the City Commission set the tentative millage rate and budget for Fiscal Year 2021 as well as approved the fire rescue, fire inspection, and nuisance abatement assessments. Below are highlights from the public hearing:

- The Fire Inspection Assessment will decrease from \$28 to \$21 per unit. The fire inspection assessment are levied against all residential properties of three or more units, and all non-residential properties located in the City.
- The Fire Rescue Assessment will remain flat at \$285 per residential dwelling unit and non-residential properties are assessed on a scale by property type and square footage.
- The Nuisance Abatement Assessment is a special assessment against affected property owners. The fee will be assessed when the City performs work related to abandon property, overgrown grass, debris removal, unattended swimming pools that pose a public safety hazard, unsafe structures, and other related activities.
- The tentative Fiscal Year 2021 operating millage rate will remain flat at 7.4665 mills and the voted debt service millage is proposed to be decreased by 0.0260 mills from .4561 mills to .4301 mills.
- The tentative Fiscal Year 2021 Operating Budget totals \$591,527,986 (net of transfers). This represents a 3.9% increase over the Fiscal Year 2020 Adopted Operating Budget.

The second public hearing to adopt the Fiscal Year 2021 operating millage, voted debt service millage, operating budget, capital improvement plan and authorized positions will be held virtually on Thursday, September 24th at 5:30 p.m. Information on public participation will be available on the City's website event calendar.



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

From the Desk of the City Manager – (continued)

The Department of Financial Services continues its work on reconciling expenditures and reports related to the COVID-19 pandemic, in anticipation of reimbursement for eligible expenditures. In addition, preparations and reconciliations are commencing for year-end and staff is in the early stages of preparing the City’s annual financial reports and audit.

In excess of 15,000 local business tax renewal notices were mailed at the end of August. Since then, Treasury staff has been assisting business owners with their required licensure.

Bicycle Mobility Plan

All are encouraged to add their input to the City’s Bicycle Mobility Plan. The team is looking for help in identifying specific projects that advance Complete Street principals, and prioritize funding opportunities for mobility improvement projects. The Plan will build upon the City’s existing network of bicycle trails and pathway. With help from the community, the goal of the Plan is to create a regionally connected network that provides mobility and recreational opportunities for residents and visitors of all ages and abilities. I encourage all to take a look at the Plan and add your input today. [Bike Mobility Master Plan](#)

Building Division Update:

September 8th – September 10th Completed

Inspections	Total
Virtual inspections	76
In person inspections	836
Plan Review	Total
Virtual plan review	475



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

From the Desk of the City Manager – (continued)

Code Compliance Division

Code Officers investigated COVID-19 violations forwarded from the County and the work this past weekend resulted in 5 Unfounded Complaints, 6 Warnings Issued and 6 Citations.

Between September 7th – September 14th Code Officers completed:

CODE COMPLIANCE TASK	TOTAL
Re-Inspections	277
New Calls Of Concern	96
New Violations/Courtesy Warnings Issued	297

Water Main Replacement Project in Royal Poinciana Neighborhood

Curbside collections and on-street parking restrictions began this week in the Royal Poinciana Neighborhood due to the water main replacement project. With construction taking place in the alleyways, the placement of garbage and recycling bins, as well as bulk items needs to move curbside to the front of a property. To ensure collection trucks can access the bins and bulk items at the curb, parking on the street is prohibited from 8:00 a.m. to noon on Mondays and Thursdays. This temporary on-street parking ban and change to curbside collections affects the area of Johnson Street to Fillmore Street from US1 to North 21st Avenue. This project is expected to be completed in April. If you have any questions, please contact Public Utilities at 954.921.3930 or Public Works at 954.967.4526.

**WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020****QUIPS****Office of Communications, Marketing and Economic Development ROI**

Communications staff began outreach regarding changes to the sanitation collection services that take effect October 1st. Notification of changes has been posted on the city's website at <https://www.hollywoodfl.org/CivicAlerts.aspx?AID=835>, emailed to Notifyme subscribers and posted on the City's social media outlets and Government Access Channel. Staff spearheaded a direct mail piece to the 36,000 City sanitation customers that is hitting mailboxes now.

They also coordinated the production of cart hangers with information about the changes, which will be distributed via WastePro crews beginning on Thursday. Video production staff created a helpful video detailing these new changes: https://www.youtube.com/watch?v=6wCSN0YZ8Go&feature=youtu.be&fbclid=IwAR3AjyZJhu0nUE-bG-AU_oMydT38FGuDpQSg74DIPcMRHUjQ5v7qb0YOkp8.

CMED staff also notified residents of the County's transition to Phase 2 of Governor DeSantis' Recovery Plan. Please note - bars still remain closed. Additional relaxation of restrictions are anticipated in the coming weeks as the County works toward a full reopening. The public is encouraged to continue to follow the current emergency orders. Staff also continues to encourage residents to complete the United States Census by Wednesday, September 30th. The online website to fill out your questionnaire can be [found here](#).

Video Production staff coordinated and managed the broadcast of the 1st Public Budget Hearing for FY 2021, the Planning and Development Board Meeting, the CRA Board Meeting and Regular City Commission Meeting.

CMED staff worked closely with the Chamber to host the SPARK – Hollywood FL Launch Event on Thursday, September 17th. More than 100 participants joined the Zoom event moderated by the John Wensveen, Executive Director of the new Center of Innovation created by Nova Southeastern University and Broward County at NSU.

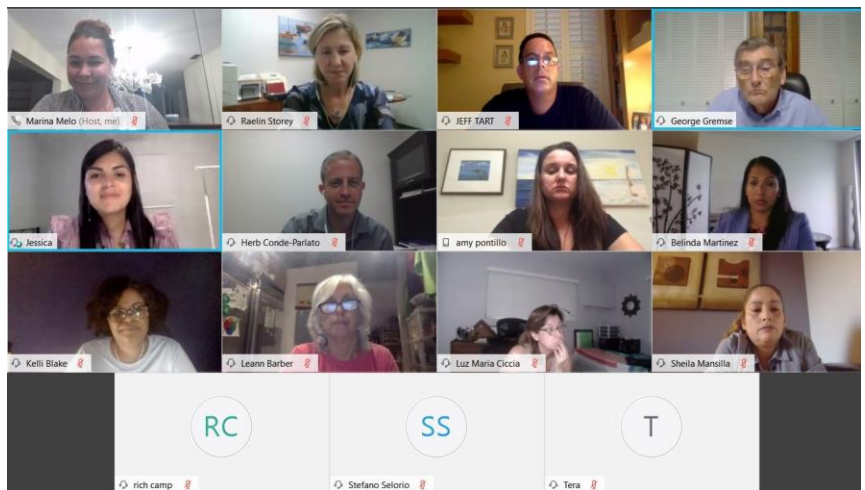


WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

Office of Communications, Marketing and Economic Development ROI – (continued)

There was an exciting panel of inspiring entrepreneurs including: David Ponraj, Founder and CEO of StartUp Space, Andrew Koenig, President of City Furniture, and Manish Hirapara, CEO of Peak Activity. Planning is underway for the SPARK Hollywood FL Virtual Pitch Competition which will be held on November 12th at 5:00 p.m. via Zoom. Applications are now being accepted at www.sparkhollywoodfl.com for entrepreneurs and new ventures to compete for cash and in-kind prizes.

Economic Development staff continues work on Micro-Enterprise Grants, with nearly 70 grantees assisted to date, CPIP and are preparing for the upcoming Commission Corridor Workshop on October 14th. 10 new Hollywood businesses have been launched through the City's second FastTrac Start-Up Program with the completion of the Pitch Competition & Graduation last week. The event was held virtually to accommodate social distancing and COVID-19 safety protocols. All graduates received certificates of completion and in the Pitch Completion, the 1st place prize of \$3,000 was awarded to Sheila Mansilla. The 2nd place winner of \$2,000 was Kelli Blake and Jessica Martinez took the 3rd place of \$1,000. The remaining participants will each be awarded a Fire HD tablet to assist with their new business endeavors.





WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Department of Financial Services:

The Department of Financial Services continues its work on reconciling expenditures and reports related to COVID-19, in anticipation of being reimbursed for eligible expenditures. In addition, preparations and reconciliations are commencing for year-end (already!) in the early stages of preparing the City's annual financial reports and audit. Accounts payable processed 418 payments by check in a total amount of \$1.98 million, and also 4 payments through ACH for a total of \$12,300. ACH processing is another new step for payment processing being implemented by General Accounting to facilitate payments to the City's vendors in a timely basis.

In excess of 15,000 local business tax renewal notices were mailed at the end of August, and Treasury is swamped with customer service calls and emails in response, which is all part of the course for this annual process.

In addition, the Department has drafted a new Investment Policy for the City, to update it since the current policy was adopted back in 1994 and only marginally modified once in 2013. The new Policy expands opportunities for the City and encourages diversification in investment vehicles while still maintaining the City's focus on safety of principal, maintenance of liquidity and return on investment, with return on investment as an objective only after the objectives of safety of principal and maintenance of liquidity have been satisfied.

Finally, the Department has been working with the Department of Public Utilities, the City's Municipal Advisor, Bond Counsel, Underwriters and the Rating Agencies on a refunding of water and sewer debt that will save the City millions of dollars.



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Development Services

Community Development Division

Between September 7th – September 13th Community Development completed:

Advisory Boards Activities:

The Community Development Advisory Board held a regular meeting on September 9, 2020 to review current CARES funding activities and new CARES funding expected to be received from the State of Florida and Broward County. The “Resident Board Member” for the Hollywood Housing Authority (HHA) resigned. A resolution for a replacement appointment has been pre-approved by legal and is routing for placement on the October 21, 2020 Commission Meeting.

COMMUNITY DEVELOPMENT	TOTAL
Housing Rehabilitation Progress Inspections	6
Assisted with Identifying Food Assistance/Navigating Online Food Stamp Platform	9
Utility Bill Payments	17
First Time Home Buyer Inspections	2
Wire Transfer for First Time Home Buyer Subsidy	1
Eviction Prevention Rent & Utility Assistance Applications	12
Check Requests submitted to HOPE South Florida, Inc. for assistance payments	10

Engineering, Transportation & Mobility Division

Between September 8th – September 10th Engineering completed:

ENGINEERING TASK	TOTAL
Total Customer Service Calls	307
Row Submittals/Revisions/Issuance	27
Inspections	70
Plan Reviews	93
Traffic - Customer Service Complaints	19
Mot Plan Reviews	4



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Planning Division

Between September 8th – September 10th Planning completed:

September highlights

- Stewarded completion of the Arthur Street dune renovation project
- Participated in the first two sessions of a four session training on integrating equity into sustainability initiatives
- Working with Code Enforcement, Broward County staff and barrier island stakeholders to improve turtle lighting compliance on the beach
- Conducted an En-ROADS climate simulation workshop for over 40 members of a lifelong learning program
- Working with various departments on several grant opportunities from the Florida Department of Environmental Protection
- Provided an orientation for the CRA of the results and materials from the citywide Vulnerability Assessment

PLANNING TASK	TOTAL
General Zoning Phone Calls & Emails	616
Permit Phone Calls	52
Permit Emails	116
Permit Plan Reviews	63
Certificate Of Use	15
Zoning Letters	0
Address Designations	6
Alcohol Licenses	0
Virtual Meetings	15



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Public Utilities

WMRP- Hollywood Boulevard to Sheridan Street from US-1 to North 21st Avenue:

Contractor is installing water service lines and temporary pavement in the area between Arthur Street and Johnson Street from US-1 to North 21st Avenue. Work in the area South of Johnson Street will commence this week. Lift Station wet well installation continues in the 1900 Block of Coolidge Street. A traffic plan is in place and traffic is being redirected accordingly.

Lift Station W-14 upgrade, Monroe Street, at South 56th Avenue:

Contractor will be installing underground fittings across South 56th Avenue, and along the swale area on the west side of South 56th Avenue in close proximity (less than 100 feet) to the City's Lift Station W-14 at 5596 Monroe Street. However, the FDOT mobility (bike path) project is ongoing in the same area. A traffic plan is in place during the daytime hours of construction to redirect as needed. Otherwise, normal traffic patterns are unaffected.

Police Department

During the month of September the Hollywood Police Department will be working in collaboration with the National Railroad Safety Administration, to enforce railroad violations across our city. All in efforts to educate the public on the dangers that exist, and how to cross railroad track safely and responsibly.

Currently Broward County is in the top 10 Counties in the United States, with accidents / incidents involving railroads and trains. Being that Hollywood is the 2nd largest municipality in Broward County, and having 2 Major railroad tracks running through our city, it only made sense to join forces with the National Railroad Safety Administration.





WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

**Office of Human Resources
Employment Division**

The Office of Human Resources currently has twelve (12) new hires pending final approvals. This Office continues to recruit for a variety of positions within the City of Hollywood. There are 24 open job postings which can be found at: <https://www.governmentjobs.com/careers/hollywoodf>

Learning Division

The Office of Human Resources is selling face masks to raise funds for The American Cancer Society in an effort to highlight Breast Cancer Awareness Month in October. Employees who purchase the masks will be allowed to wear jeans and sneakers throughout the month of October. As part of a Women's' Health Webinar & Panel that Human Resources/Wellness is hosting later in the month, a Breast Hematologist Oncologist will be available to answer questions that employees may have about breast health.

Risk Management

Risk Management reviewed 19 certificates of insurance for insurance compliance for individuals or firms that perform work on behalf of the City. We renewed flood insurance for 12 City properties. Relation Insurance (Third Party Administrator for Workers' Compensation/Liability), advised that they received one (1) recovery check for damages to City property in the amount of \$1,778.08.



WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Parks and Recreation and Cultural Arts

The Parks, Recreation, and Cultural Arts Department hosted its first Virtual Pet Photo Pageant. Pets competed in three categories: Beach Wear, Active/Sports Wear, and Formal Wear. Please enjoy the winners, honorable mentions and too cute not to mention photos! The Department of Parks, Recreation and Cultural Arts - Special Events staff thank all who participated. Staff will be contacting the winners to arrange delivery of their special trophy!





WEEK OF SEPTEMBER 14 – SEPTEMBER 20, 2020

QUIPS – (continued)

Parks and Recreation and Cultural Arts – (continued)

Beach Wear Winners

1st Place: Penelope
Loves to give kisses and loves her whistler toy.

2nd Place: Martha
Rescued 8 weeks ago and has made herself right at home relaxing on the pool steps to cool off.

3rd Place: Bella
15 year old retired animal assisted pet therapy dog through the Humane Society.

Honorable Mentions Beach Wear

Osita **Seamus Mack**

Formal Wear Winners

1st Place: Miss Kitty
Miss Kitty is a munchkin Persian who loves treats and will beg for them on her back 2 legs and bring socks to you.

2nd Place: Dahyla
Dahyla also loves her neighborhood walks and if it's not too hot, loves sunning in the front yard.

3rd Place: Ping
Ping is an exceptionally smart and sweet 8 year old rescue dog. He has participated in many Halloween contests.

Honorable Mentions Formal Wear

Oslo **Osa** **Henry**

