



WEEK OF JANUARY 18 – JANUARY 24, 2021

From the Desk of the City Manager

This has been a historic week for our nation. On Wednesday, a new administration was inaugurated in Washington, DC. Congratulations to President Joe Biden, and Vice President Kamala Harris, our Country's first female Vice President and first of South Asian and Black descent. The President's inaugural address centered on unity, and we look forward to continuing our efforts to build and strengthen our connections with our residents, businesses and visitors that will build a brighter future for all of us. Intertwined with the exuberance of the new presidency was the coming to terms with the awful news of the passing of our dear friend and colleague, Dean Decker, the City's Chief Building Official. Dean was larger than life and filled with all the best qualities of a public servant, and more importantly, as a human being. All who were blessed to know Dean, know that he was the embodiment of service, a true gentleman and a kind soul. Dean passed away on Sunday, January 10th, and he will be sorely missed. He leaves behind his three children, Doug, Chris and Kim and his grandchildren Daniel and Kaylee. The City of Hollywood extends our deepest condolences to Dean's family, friends, and loved ones.

Introduction of New Department Directors

Rick Engle joined the City recently as the new Director of Parks, Recreation and Cultural Arts. Rick grew up in Eastern Pennsylvania and graduated with a bachelor's degree in Urban Recreation and Parks Administration from California State College. He previously worked for the City of Coral Springs Parks and Recreation Department, working his way up from Park Ranger to Director, a position that he held for more than 25 years.

Melissa Cruz comes to the City of Hollywood from the Town of Bay Harbor Islands where she served as the Assistant Town Manager/Chief Financial Officer. Melissa has nearly two decades of public and private accounting experience. She began her career as an auditor for PriceWaterhouseCoopers in Los Angeles where she was ranked in the top 3 of her starting class of 65. She has worked in both the private and public sector for around the country including as the Finance Director for Tavis County Auditor's Office in Texas and the Controller for the City of Hallandale Beach. Melissa graduated from the University of Massachusetts with a bachelor's degree in accounting.



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From the Desk of the City Manager – (continued)

Department of Economic Opportunity Grant Award

Congratulations to the staff in Public Utilities and Public Works, notably Phyllis Shaw, Vernal Sibble, Alicia Vereza-Feria and Elaine Franklin for their excellent work in putting together the application for a grant for Floodplain Management. Governor DeSantis announced earlier this month that nearly \$20 million has been awarded by the Department of Economic Opportunity (DEO) to 37 counties, municipalities, education intuitions, and non-profit organizations to assist in developing plans to enhance resiliency. The City of Hollywood Department of Public Utilities will receive \$400,000 in grant funds through the DEO's Rebuild Florida General Planning Support Program. This grant will fund a floodplain management plan with the goal of identifying existing and new mitigation actions and prioritize those actions including the Community Rating System (CRS) Planning Process and Components of the CRS, which include Repetitive Loss Analysis, Flood Risk Assessment and insurance maps.

MLK Day Video Contest



This year's Martin Luther King Jr. holiday marked the 26th anniversary of the day of service that celebrates the Civil Rights leader's life and legacy. The City of Hollywood's Department of Parks, Recreation and Cultural Arts has been taking submissions for a video contest for participants to submit a video of an original poem, spoken word passage, or showing an act of service. Participants must complete the online registration before Monday, January 25th. Once registered, a

member of the Special Events team will email instructions for your submit your video. All video entries must be received by Monday, February 1st

For contest questions, please visit the Special Events webpage or call the Department of Parks, Recreation and Cultural Arts at 954.921.3404.



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QUIPS

Office of Communications, Marketing and Economic Development (CMED) ROI

Communications staff coordinated outreach for the COVID vaccination site at the Carriage Hills residential community in Hollywood, in addition to other local vaccination opportunities. Staff continues messaging regarding North 56th Avenue road closures due to the road widening project to accommodate bike lanes and launched the notification for the upcoming public meeting for the 29th Avenue Complete Streets project.

Staff also promoted the MLK Day Video Project hosted by Parks, Recreation and Cultural Arts. Staff is also working with Treasury staff regarding the upcoming outreach on the changes to the Vacation Rental Ordinance.

Video Production staff coordinated the broadcast of Wednesday's CRA Board Meeting and City Commission Meeting.

Economic Development staff participated in last week's Greater Hollywood Chamber of Commerce's Small Business Impact Update with Congresswoman Debbie Wasserman Schultz as well as Small Business Administration's (SBA) Paycheck Protection Program Webinar on Thursday, January 21st. On Wednesday, January 27th at 2:00 p.m. CMED will partner with Broward SCORE to present a new webinar to update businesses on the CARES Act and the available loan programs.

As of January 19th, all participating PPP lenders are now able to submit both 1st & 2nd draw loan applications to the Small Business Administration (SBA). Hollywood businesses interested in applying are encouraged to contact their financial institutions to verify if they are SBA-approved PPP lenders and if they are currently accepting PPP applications.



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QUIPS

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

CMED will host a Virtual Open House with Broward SCORE on Thursday, January 21st at 6:00 p.m. to showcase an array of upcoming business resources — all available at no cost to Hollywood businesses and residents. Business programming for 2021 includes:

- Business Webinar Modules
- One-on-one Business Mentoring Sessions
- Virtual Business Assistance Sessions
- Business Education Program
- Kauffman FastTrac® Start-Up Program for Entrepreneurs

There is no cost to attend the Virtual Open House and pre-registration is required at ChooseHollywoodFL.com. The SBA's [Economic Injury Disaster Loan \(EIDL\) program portal](#) is open and accepting applications. Congress has allocated a total of \$20 billion in new Economic Injury Disaster Loan grants specifically for businesses in low-income communities. Businesses experiencing economic impacts due to COVID-19 and wishing to apply for this program should visit www.sba.gov and complete the [online EIDL application](#) as soon as possible.



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QUIPS – (continued)

Technical Advisory Committee (Virtual)

Tuesday, January 19

The Committee met at 1:30 p.m. to discuss:

- Site Plan Review for a 30 unit residential development.
- Site Plan Review for a 5,000 square foot addition to an existing institutional use.
- Site Plan Review for alterations to a mixed-use property to include 27 residential units and approximately 4,200 square feet of office space.
- Site Plan Review for a 29 unit residential development.
- Site Plan Review for a 28 unit residential development.
- Site Plan Review for a mixed-use development including 202 hotel rooms and approximately 11,000 square feet of retail.
- Site Plan Review for a 420 unit residential development.

Pre-Application Conceptual Overview (PACO) items were discussed following TAC items. For more information, please contact the Department of Development Services, Planning and Urban Design Division, 954.921.3471, option 3.

Budget & Performance Management

Budget Corner: Comprehensive Schedule of Fees

Under the Financial Management and Administration focus area, the City's strategic goals include maintaining a sustainable City budget and maximizing opportunities for revenue generation. To accomplish these goals, the Office of Budget and Performance Management in collaboration with all City Departments and Offices have reviewed and analyzed existing fees as well as the costs associated with providing specific services. As a result of this review, City staff presented a Comprehensive Schedule of Fees for approval during the January 20th Commission meeting. In addition to achieving the City's strategic goals, combining all City fees into one Schedule will increase transparency and use for the general public, provide a more organized method of review and revision of fees during the budget process, and facilitate a more easily accessible history on the status of City fees.



Hollywood

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QUIPS – (continued)

**Environmental Sustainability
Dune Restoration Continues**

During the holiday season, we have been busy continuing to restore the existing dunes on Hollywood Beach by working with the Youth Environmental Alliance (YEA) and local volunteers. On December 12, 2020, we restored the dunes at Crocus and Daffodil Terraces. On January 9, 2021, staff from Tito’s Vodka volunteered their time through YEA to extend the dune at Connecticut Street to further capture sand, keeping it on the beach and off the Boardwalk. Prevailing winds in our region are from the northeast so sand tends to come from that direction. Thus, the dune was extended on the north end to hold that windblown sand on the beach.



Volunteers at Crocus Ter
December 2020



Crocus Ter Before



Crocus Ter After



Connecticut Street November 2020



Volunteers planting sea oats January 2021



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QUIPS – (continued)

Environmental Sustainability – (continued)

Two Resources for Sustainable Business

The City is encouraging support of the expanded ban on single-use plastics and polystyrene by providing resources to businesses and anyone else who may benefit.

Two new tools from Debris Free Oceans are available in the Sustainability section of the City website to help businesses support the expanded ban on single-use plastics and polystyrene, which applies to City vendors, special event permittees, and anyone on City-owned property. The **Reusables Calculator** estimates the cost savings and environmental benefits that businesses will obtain by using reusable instead of disposable products. Savings estimates can be calculated for a variety of disposable products, including straws, cutlery, cups, plates, and bowls. The **Responsible Products Catalog** is an easily searchable database that provides sustainable alternatives to single-use plastic and polystyrene disposable products. Most of these items are backyard/cold-compostable and will break down in the environment. All products in this catalog are from southeast Florida businesses to support the local economy and reduce our carbon footprint. Anyone can apply to be part of the guide. Visit the Waste Reduction page under Sustainability on the City website to use these tools and for a link to be added to the guide.

The new ban also applies to the intentional release of balloons. Ideas for alternative to balloon releases are available here, <https://balloonsblow.org/environmentally-friendly-alternatives/>

Ocean Day Virtual Panel on Marine Animals

The City of Hollywood is partnered with Hallandale Beach, Broward County, the Florida Department of Environmental Protection, Friends of Our Florida Reefs, and the Sierra Club to bring you a series of virtual panels for Ocean Day. The second of three focused on marine animals. It took place on January 12, 2021, and was moderated by our Commissioner of District 1, Caryl Shuham. The third panel will be at 12:00 p.m. on February 1, 2021, about low nutrient landscaping. It is listed on the City calendar with a link to register.



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QUIPS – (continued)

**Development Services
Building Division**

Between January 11th – January 14th Building completed:

Inspections	Total
Virtual inspections	90
In person inspections	1,137
Plan Review	Total
Virtual plan review	513

Code Compliance Division

Code Officers continue to respond to complaints of COVID-19 violations forwarded from the County. The Inspections this weekend resulted in:

Inspections	Total
Unfounded Complaints	3
Warnings Issued	1
Citations Issued	5

Between January 11th – January 18th Code Officers completed:

CODE COMPLIANCE TASK	TOTAL
Re-Inspections	268
New Calls Of Concern	99
New Violations/Courtesy Warnings Issued	399

Between January 11th – January 14th Community Development completed:

COMMUNITY DEVELOPMENT	TOTAL
Housing Rehabilitation Progress Inspections	15
Assisted with Identifying Food Assistance/ Navigating Online Food Stamp Platform	9
Assistance with Utility Bills Payments	11
Homeless Placements	3



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QUIPS – (continued)

Development Services – (continued)

CRF Eviction and Foreclosure Prevention Program

The CRF Eviction and Foreclosure Program met the deadline for reporting to the Florida Housing Finance Corporation (FHFC) with 126 Foreclosure Prevention cases and 378 Eviction Prevention Cases for total expenditure of \$2,303,367.70.

Advisory Board Activities:

The Community Development Advisory Board (CDAB) held a regular meeting on January 14, 2020 to receive an update on COVID-19 response activities and the expenditure of relief funds.

Engineering, Transportation & Mobility Division

Between January 11th – January 14th Engineering completed:

ENGINEERING TASK	TOTAL
Total Customer Service Calls	228
Row Submittals/Revisions/Issuance	25
Inspections	60
Plan Reviews	155
Traffic - Customer Service Complaints	19
Mot Plan Reviews	45
TAC/PACO Reviews	9/3
Commission Agenda Items Uploaded In Legistar	2



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QUIPS – (continued)

Planning Division

Between January 11th – January 14th Planning completed:

PLANNING TASK	TOTAL
General Zoning Phone Calls, Emails	1,158
Permit Phone Calls	65
Permit Emails	67
Permit Plan Reviews	92
Certificate Of Use	7
Zoning Letters	0
Alcohol Licenses	1
Address Designations	0
Virtual Meetings	34