

CITY MANAGER'S WEEKLY REPORT

hollywoodfl.org

February 1-7, 2021

From the Desk of the City Manager

Dr. Wazir Ishmael

Celebrating Black History Month

At yesterday's City Commission Meeting, Commissioner Linda Hill Anderson, the City's first African American Commissioner, accepted a proclamation in recognition of Black History Month.

Black History Month, which grew out of Black History Week, was founded by Carter G. Woodson to recognize the significant role and achievements of African Americans in the history of the United States of America. Since 1976, every U.S. President has officially designated February as Black History Month. This year's national theme is "The Black Family: Representation, Identity, and Diversity." To read the proclamation, please visit hollywoodfl.org.



Linda Hill Anderson
*City's first African
American Commissioner*

Curbside Collections for Select Residents

Due to the alley closure between McKinley Street and Cleveland Street between N. 56th Avenue and Emerson Drive, effective immediately the 33 residents within this specific area will have curbside collections until further notice. Additionally, curbside collections continue for the 30 residential properties between N. 32nd Avenue and N. 31st Road from Pierce Street to Johnson Street.

Only impacted properties in this area should bring their materials to the curb for collection on their routine service days instead of using the alleyway. For questions or concerns, please call the Department of Public Works at 954.967.4264.



From the Desk of the City Manager – (continued)

Apply Now! Volunteers Wanted for Advisory Boards/Committees



Are you interested in serving on an advisory board or committee? The City of Hollywood has a number of current vacant positions or upcoming positions that will expire on June 30th. If you are interested in volunteering, please visit the [City's website for board/committee information and application form](#).

Some advisory boards or committees have special requirements, which are listed in [the Boards and Committees Handbook online](#) or at the [Office of the City Clerk](#). If you have any questions, please contact the Office of the City Clerk at 954.921.3211.

Learn About Development Opportunities and Incentives in Hollywood

On Wednesday, February 10th at 10:30 a.m., the City and CRA are teaming up with BisNow to host a webinar on Development Opportunities and Incentives in Hollywood. City Manager Dr. Wazir Ishmael will be providing the opening remarks for the webinar, and Raelin Storey, the City's Director of Communications, Marketing and Economic Development, will be the moderator. A team of developers will be providing their insights on why Hollywood is one of the top tier investment destinations in South Florida. Participants will get information on future economic and commercial real estate development opportunities in Hollywood and learn more about Hollywood's hottest projects in the development pipeline in for 2021 and beyond. For more information and to register for the event, please visit hollywoodfl.org.



New Vacation Rental Regulations Outlined on Website

The City has launched an updated webpage as a result of the Commission's approval of changes to the Vacation Rental regulations. **The deadline to comply with the changes is March 1, 2021** for existing vacation rental operators. These changes also require properties being used as a vacation rental, regardless of location in the City of Hollywood, to register and obtain a Vacation Rental License from the City, in addition to obtaining a State license and other licenses. For more information about the changes in the Vacation Rental License Program, please visit hollywoodfl.org.



From the Desk of the City Manager – (continued)

Register Today for Tree and Shrub Giveaway



The City of Hollywood has partnered with the City of Hallandale Beach to co-host a native tree and shrub giveaway on Saturday, March 6th from 10 a.m. to 1 p.m. at 400 S. Federal Highway. To participate you must **pre-register by Thursday, March 4th at 5 p.m.** and select both your plants and your pick-up time. There is a maximum of 2 plants per household. This plant giveaway will be no-contact, and participants must wear a facial covering at all times. [Click here for more information and to pre-register.](#)

Water Main Replacement Project Shifts to Parkside Neighborhood

The ongoing Department of Public Utilities water main replacement project is now shifting into the Parkside Neighborhood, from Dixie Highway to Federal Highway and from Hollywood Boulevard to Pembroke Road. Construction will take place Monday through Friday from 7:00 a.m. to 6:00 p.m. through February of 2022. Outreach to residents in the work area will continue throughout the project. For more information, please contact Public Utilities at (954) 921-3930 or Public Works at (954) 967-4526.

Paycheck Protection Program (PPP) - Now Accepting Applications

All participating Paycheck Protection Program (PPP) lenders are now able to submit both 1st & 2nd draw loan applications to the Small Business Administration (SBA). Small businesses impacted by COVID-19 that are interested in assistance to help retain jobs and cover the cost of payroll should contact their financial institution to verify if it is an SBA-approved PPP lender and if it is currently accepting PPP applications.

The eligibility requirements for Second Round PPP Loans has changed from the initial round:

- Available to first-time qualified borrowers
- Available to borrowers that previously received a PPP loan
- Second-time borrowers must have 300 or fewer employees, and before applying for forgiveness, borrowers must prove that they saw a 25% reduction in gross receipts during a quarter in 2020 compared to the same quarter in 2019

The maximum loan amount in the second round is \$2 million and the City's economic development website, www.choosehollywoodfl.com, has convenient links to get more information on calculating the maximum loan amounts according to business type. There are also specific benefits for the hospitality industry. Businesses that have NAICS Code 72 (typically restaurants and hotels) are permitted to use a 3.5x multiplier of their average monthly payroll costs to calculate their maximum loan amount, subject to the \$2 million cap.

The second round of the PPP forgivable loan program is expected to close to all borrowers by **March 31st**.

QUIPS ~ Quick Updates on Important Projects

Office of Communications, Marketing and Economic Development ROI

Communications staff continues promotion of the City of Hollywood sponsored BisNow webinar on Economic Development Opportunities in Hollywood, scheduled for next Wednesday, February 10th at 10:30 a.m.

Outreach continues for notification of the changes to vacation rental operation requirements. Promotion continues for the Parkside Water Main Project, the Liberia Community Cleanup, Public Utilities' Drop Savers Poster Contest, 29th Avenue Complete Streets Project Public Meeting and the Greater Hollywood Chamber of Commerce's West Side Business Group virtual meeting.

CMED staff is working on multiple Economic Development marketing pieces which includes a substantial update to the Economic Development Activity Report. Staff is working with the CRA to produce a 30-second commercial for economic development in Hollywood.

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

Economic Development staff partnered with Broward SCORE to host the CARES 2021: Nuevas Subvenciones y Préstamos Gubernamentales on Saturday, February 6th at 11:00 a.m. This Spanish version of the January 27th webinar will explore the various financial assistance programs available to small businesses. There is no charge to attend this online workshop. To learn more and register, please visit [ChooseHollywoodFL.com](https://www.choosehollywoodfl.com). Staff participated in the 29th Avenue Complete Streets Project Virtual Public Meeting on Thursday.

Hollywood Police Department

The Hollywood Police Department received these beautiful awards from Fine Awards. The Lightbulb Award was given to our civilian units and the Crystal Top Award was given to units with sworn members. These awards recognize the hard work of the men and women of the Hollywood Police Department during the COVID-19 pandemic.

Officer Bryan Roussell recently suffered a severe medical episode. A GoFundMe page was created and friends, co-workers and the community came together to raise more than \$40,000. A local reporter did a story on Officer Roussell and we received positive media coverage.



The Hollywood Police Department is assisting at COVID-19 vaccination sites throughout the City of Hollywood.

QUIPS – (continued)

Public Works

New Beach Bucket Stations for Litter Collection

Public Works staff built and installed two bucket stations on Hollywood Beach this week to make it easier for beach goers to help keep our beaches clean by picking up litter during their beach walks. This is a pilot project, so two stations were installed on the beach in high traffic areas – one on the north side of the bandshell in Margaritaville and one adjacent to Charnow Park. Participants simply grab a bucket to take on their walk. After disposing of the collected trash in the appropriate container, they return the bucket to the station for others to use. Buckets securely fasten to hooks on the station when not in use. Participants can contribute to citizen science by logging what they collect using the Marine Debris Tracker app. The City thanks the Fill-A-Bag program in Miami-Dade County for inspiring these bucket stations.



Beach Bucket Station at Margaritaville



Beach Bucket Station at Charnow Park

Public Utilities

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

Project Manager Wilhelmina Montero

Contractor is installing water service lines and temporary pavement in the area between Fillmore Street and Taylor Street from US-1 to North 21st Avenue. Lift Station construction continues in the 1900 Block of Coolidge Street. Contractor continues installation of gravity sewer on 19th Avenue, between Sheridan Street and Taft Street. A traffic plan is in place and traffic is being redirected accordingly.

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

Project Manager Vernal Sibble

Contractor and sub-contractors are working on-site at 5596 Monroe Street. They are accessing the site from South 56th Avenue. 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.

QUIPS – (continued)

WMRP - Parkside; Hollywood Boulevard, South 21st Avenue, Pembroke Road, US - 1/Federal Highway

Contractor is milling Plunkett Street, east of US-1 to South 19th Ave. in preparation for installation of water mains. Contractor is expected continue south on South 19th Avenue and on the alleys east of 19th Avenue. A traffic plan is in place and traffic is being redirected accordingly.

Office of the City Clerk

Article -5; Volunteers Wanted to Serve on Advisory Boards/Committees

Joining a City of Hollywood advisory board is a great way to get involved with City government and volunteer your time. Not only are you giving back to your community, you are also learning about an aspect of the City. Whether you join the Neighborhood Watch Advisory Board, Historic Preservation Board or the Planning & Development Board, you will be informed on issues affecting the City and empowered to make recommendations to the City Commission.

There are a number of advisory boards or committees which still have vacant or expiring positions.

Boards and Committees primarily serve in an advisory capacity; however, there are some advisory boards or committees that have special requirements. If you are interested in joining, please visit the City's website at <http://www.hollywoodfl.org> and click on "How Do I?....., Apply For...." for a menu that will take you to the boards and committees application page. From there you will get information to help you identify a position that may interest you.

The application deadline is the beginning of April 2021. You can apply on line at the City's website <http://www.hollywoodfl.org/index.aspx?nid=155>.

All completed interest forms must have a resume attached and be returned to the Office of the City Clerk at Hollywood City Hall, 2600 Hollywood Boulevard. For additional information, contact the Office of the City Clerk at 954.921.3211.

The Citizens' Board and Committee Handbook contains a complete listing of each board's purpose, commitment, duties, members and special requirements where applicable. You can find the handbook on the City webpage or at the Office of the City Clerk.

If you have any questions, please contact the Office of the City Clerk at 954-921-3211.

QUIPS – (continued)

Budget & Performance Management

Budget Corner: State Economic and Revenue Update

Recently, the Office of Economic & Demographic Research presented updates to various statewide economic indicators and revenue estimates for Fiscal Year 2021. Below are some of the key outcomes from the state's analyses:

- Florida ranked 27th in the U.S. for the annual rate of growth in real gross domestic product (GDP). The state's economists project a .5% increase in real GDP by the end of June 2021.
- As of the third quarter of 2020, the State of Florida experienced a 4.8% decrease in personal income over the second quarter of 2020 (which was lower than the national change in personal income of -10%). The state ranked 5th in the country although overall personal income declined. Government financial assistance are said to play a significant role in mitigating the loss of personal income last year.
- The state's unemployment rate, as of November 2020, was reported at 6.4% which was slightly below the national unemployment rate of 6.7%.
- Population growth is a key driver in the state's economic growth. Post-pandemic economic projections reflect a slow in population growth to an average of 1.36% compared to the historical growth of 3%. Florida remains to be the third populous state behind Texas and California.
- Florida's housing market remains resilient as evidenced in the rise in documentary stamp tax collections in 2020. The state also anticipate to finally hit its normal long-run average homeownership rate of 66.3%. On the contrary, inventory for residential rentals are tight despite attractive low interest rates for homeownership. Economists suspect the low inventory in residential rentals may be due to a lack of interest in homeownership amongst millennials.
- Despite the pandemic, single-family building permit activity continue to grow beyond 2019 levels.
- Florida's vulnerable tourism economy experienced a staggering 60% hit during the second quarter of 2020 compared to the same timeframe in 2019. The state's tourism economy was able to recover by 30% at year-end 2020. However, state economists do not expect tourism to fully recover to pre-pandemic levels for another 2 years with drivable leisure vacations being the first to recover then business travel, domestic air travel, and international travel.

Overall, the Office of Economic & Demographic Research have cautiously modified most major revenue projections through fiscal year end 2021 with more favorable results. We will continue to monitor economic activities nationally, statewide, and locally.

QUIPS – (continued)

Office of Human Resources

Employment

The Office of Human Resources currently has eight new hires and four promotions pending final approvals/start dates. This Office continues to recruit for a variety of positions within the City of Hollywood. There are 27 open job postings which can be found at: <https://www.governmentjobs.com/careers/hollywoodfl>.

Labor Relations

The Labor Relations Division continues to respond to one Equal Employment Opportunity Commission (EEOC) charge and one grievance. Three new Family Medical Leave Act (FMLA) applications were processed, and three potentially new FMLA files are being researched. We continue to provide advice and counsel to management on labor matters and conduct investigations when appropriate. Our office continues to answer questions regarding COVID-19 and mitigate exposures.

Learning

The Office of Human Resources announced a variety of learning opportunities that are available to all City employees in February. Topics focus on emotional, financial and physical wellness, safety, supervisory skills, and software training. While most opportunities are available in virtual format, the City is offering an in-person CPR/AED class to employees. The class will follow social distancing and safety protocols to protect the health of our employees and training providers.

Payroll Weekly Report

In anticipation of the upcoming payroll for pay date February 12, 2021, Payroll is processing personnel action changes including transfers, promotions, assignment changes, certification, and education allowances. Payroll is processing accumulated leave disbursements for those employees entering the DROP/Retirement. Payroll is working with the Information Technology Department to enhance components of the Oracle Cloud Payroll module for improved efficiency. Payroll is continuing its work with various departments to integrate Kronos into the Oracle environment by providing Payroll support from discovery to implementation. Payroll continues to provide excellent care and assistance to all in relation to payroll questions, requests, training and time entry updates.

Risk Management

This week, Risk Management reviewed 18 certificates of insurance for insurance compliance for firms or individuals that perform services on behalf of the City. They processed four new general liability claims, and reviewed one report of damage to City property, which is pending additional information from the appropriate department to determine if recovery is possible. Risk Management are in the process of reviewing potential third party administrators - presentations from possible providers will be reviewed this week. The office also renewed the flood insurance policy for the Charnow Building which is located at 1617 Surf Road.

QUIPS – (continued)

Development Services

Building Division

Between January 25th – January 28th Building completed:

Inspections	Total
Virtual inspections	60
In person inspections	1,134
Plan Review	Total
Virtual plan review	675

Code Compliance Division

On January 20, 2021, the City made a number of important changes to the existing Vacation Rental License Program. With the help of Communications, Marketing and Economic Development and the Office of Treasury, an educational outreach campaign began late last week. A Notify Me email and text message blast was sent to over 4,600 existing rental property operators and current vacation rental license holders, followed by a telephone, email and text message blast using the CodeRED system to over 3,800 stakeholders informing them of these changes. Direct mailings will also be going out shortly. The Vacation Rental webpage was modified to include the latest information and two countdown clocks were added for a sense of urgency. The messaging has been hitting its mark as the Treasury team has fielded over 75 calls in the first business day following the outreach and is busy processing applications. The education campaign will continue through the month of April. For more information on changes to the program, please visit <http://www.hollywoodfl.org/946/Vacation-Rental-License>

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	11
Warnings Issued	1
Citations Issued	11

QUIPS – (continued)

Code Compliance Division – (continued)

Between January 26th – February 2nd Code Officers completed:

CODE COMPLIANCE TASK	TOTAL
Re-Inspections	248
New Calls Of Concern	100
New Violations/Courtesy Warnings Issued	376

Between January 25th – January 31st Community Development completed:

COMMUNITY DEVELOPMENT	TOTAL
Housing Rehabilitation Progress Inspections	8
Assisted with Identifying Food Assistance/Navigating Online Food Stamp Platform	17
Assistance with Utility Bills Payments	14
Homeless Placements	2

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 135 Foreclosure Prevention cases and 378 Eviction Prevention Cases for total expenditure of \$2,471,192.28.

Advisory Board Activities:

The Education Advisory Committee (EAC) held a regular meeting on January 25, 2021 to discuss the Broward Education Foundation Teacher Grants and the 2020 Annual Report.

QUIPS – (continued)

Engineering, Transportation & Mobility Division

Between January 25th – January 28th Engineering completed:

ENGINEERING TASK	TOTAL
Total Customer Service Calls	261
Row Submittals/Revisions/Issuance	21
Inspections	63
Plan Reviews	172
Traffic - Customer Service Complaints	20
Mot Plan Reviews	29
TAC/PACO Reviews	0/1
Commission Agenda Items Uploaded In Legistar	2

Planning Division

Between January 25th – January 28th Planning completed:

PLANNING TASK	TOTAL
General Zoning Phone Calls, Emails	420
Permit Phone Calls	63
Permit Emails	39
Permit Plan Reviews	112
Certificate Of Use	2
Zoning Letters	0
Alcohol Licenses	0
Address Designations	0
Virtual Meetings	10

UPCOMING

Technical Advisory Committee – TAC (Virtual)

Monday, February 8th

The Committee will meet at 1:30 p.m. to discuss:

- Site Plan Review to establish a daycare and school in an existing commercial building.

Pre-Application Conceptual Overview (PACO) items will be discussed following TAC items.

For more information, please contact the Department of Development Services, Planning and Urban Design Division, 954.921.3471, option 3.