



WEEK OF MAY 11 – MAY 17, 2020

From the Desk of the City Manager

Broward County has announced all 31 municipalities will begin the Phase 1 reopening on Monday, May 18th. In Hollywood, residents will follow the same guidelines which will allow restaurants, hair and nail salons and other non-essential businesses to open with restrictions.

As responsible patrons, we all must continue to adhere to the CDC guidelines regarding social distancing and facial coverings. If you find yourself in a crowded environment, or establishment without a free table, it's up to you to leave and try again at a later time. I ask that all refrain from lingering and loitering, especially from around the entrance of an establishment. Restaurants and food establishments will be opening to serve in reduced inside. They are also able to serve their outdoor seating with no capacity limitations as long as their tables and chairs are at least 6 feet apart from the next table grouping. To further assist businesses, the City is working to finalize permitting that would allow for the use of private outdoor areas, parking lots, public rights-of-way and parklets to allow for expanded operations in these outside spaces.

Personal services, such as barbers and nail salons may resume operations by appointment only and appointments are limited to occupant capacity. Museums and facilities like the Art and Culture Center/Hollywood may also reopen at reduced capacity. For additional details and to review the Broward County Administrator's Emergency Order 20-10, please visit the City's website at www.HollywoodFL.org.

There has also been lots of interest regarding antibody testing. The County is working to finalize antibody testing with their partners and to expand testing and tracing opportunities in an effort to quickly identify hotspot and flare up locations so it may be addressed.



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From the Desk of the City Manager – (continued)

The Broadwalk and additional City-maintained parks and recreational facilities opened for passive recreation on Wednesday. The opening of Dog Parks, Skate Parks, and the Community Garden are more welcome signs that a recovery is underway. Those visiting the Broadwalk, our parks and recreational facilities must adhere to the guidelines from the Centers for Disease Control (CDC) and Florida Department of Health, including wearing facial covering and social distancing. It's imperative that everyone does their part, the facilities will remain open contingent upon visitor compliance with these recommended guidelines. COVID-19 has not been eradicated so we all must continue to do our part to continue to help reduce the risk of spread. For the full list of locations with guidelines, and more on the City's and County's Reopening Plan, please visit the City's website at www.HollywoodFL.org.

The Community Redevelopment Agency Meeting will take place virtually on Wednesday, May 20th at 9:00 a.m. followed by the Regular City Commission Meeting at 1:00 p.m. In accordance with Florida Governor Ron DeSantis' Executive Order No. 20-69, and due to the current prohibition on public access to Hollywood City Hall, the City is offering a number of options for members of the public to view and participate in these May 20th meetings from their home.

View Agendas

- The Regular City Commission and CRA Board Meeting Agendas are available online. [VIEW AGENDAS](#)

Watch the May 20th Meetings:

- [WATCH LIVE WEBSTREAM](#) on the City's website
- Comcast Channel 78
- ATT U-Verse Channel 99



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From the Desk of the City Manager – (continued)

Submit a Public Comment:

- Any member of the public wishing to comment publicly on any matter, including specific agenda items and/or Citizens Comments may do so via the City's website at the links below or via telephone.
- Comments are limited to 400 words and/or 3 minute spoken maximum.
- Staff will read the comments into the record during the meeting. All comments received during the submission period will become part of the public record.

CRA Meeting Online Public Comment Submission Form:

- [CLICK HERE](#) to submit a comment for the CRA Board Meeting
- Comments must be received by 12:00 p.m. on Tuesday, May 19th
- Those without internet access or who may need additional assistance, may call the CRA Office Administrative Assistant at 954.924.2980 during normal business hours

City Commission Meeting Online Public Comment Submission Form:

- [CLICK HERE](#) to submit a comment for the City Commission Meeting
- Comments must be received by 6:00 p.m. on Tuesday, May 19th
- Those without internet access or who may need additional assistance, may call the City Clerk at 954.921.3211 during normal business hours

Please note: Comments left on voicemail machines, emailed, posted to the City or CRA social media accounts or submitted after stated deadlines will not be accepted.

Once again this week the City, in partnership Feeding South Florida and at the Florida Department of Transportation, held a community food distribution at the TriRail station on Sheridan Street. More than 700 households in need of provisions had their vehicles loaded with fresh and frozen foods by volunteers. I cannot thank our volunteers and staff enough for their hard work over the past several weeks in helping to coordinate and staff these important events. For those who were unable to participate, but are in need, please visit the City's website for a list of additional assistance resources: <https://www.hollywoodfl.org/CivicAlerts.aspx?AID=753>



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From the Desk of the City Manager – (continued)

Please join me in congratulating Commissioner Traci Callari who was sworn in as President of the Broward League of Cities this morning. The Installation Ceremony of Commissioner Callari as president was originally slated to take place during the annual Broward League of Cities Installation Gala at the Margaritaville Hollywood Beach Resort later this month.

Due to the COVID-19 Pandemic, out of concern for public safety, this event had to be cancelled. The Broward League of Cities approached the City to conduct the swearing-in ceremony for Commissioner Callari here in the City Commission Chambers, which took place this morning at 9:00 a.m. Once again congratulations to Commissioner Callari, she is certain to represent the City and the League in an exemplary manner in her role as president over this next year. I encourage all to view the ceremony on the League's and City's Facebook pages and on the City's website at the following link: http://hollywoodfl.granicus.com/MediaPlayer.php?view_id=2&clip_id=976

The City's Parks, Recreation and Cultural Arts Mast Plan Survey is out. A limited number of residents have been selected at random to receive the statistically valid survey through the mail. Participation in this survey is critical for the continued success of our community. If you receive one of the surveys, please fill it out in its entirety and return it in the postage-paid envelope as soon as possible. This is a great opportunity for you to share your thoughts about the future of our parks, facilities and programs. For those who did not receive a survey by mail, you will also have a chance to participate via an online survey in the coming weeks.

Census2020 community outreach continues. Residents are sure to have either received a text message from the City encouraging participation or they have seen the electronic billboard along I-95 or the marquee at the ArtsPark at Young Circle in downtown Hollywood. The City's self-response rate is hovering around 50%, we need the other 50% to respond. There are real dollars at stake that pay for a wide range of services including public safety and healthcare. I encourage everyone to take 10 minutes today to fill out your Census questionnaire. You can find it at <https://2020census.gov> There is Strength in Numbers...Make Hollywood Strong! Fill out your Census questionnaire today.



Hollywood

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QUIPS

Office of Communications, Marketing and Economic Development ROI

Communications staff is updating the City's two websites (www.hollywoodfl.org and www.choosehollywoodfl.com) with the latest information regarding COVID-19. Staff is monitoring and responding to inquiries on all of the City's social media accounts, which continue to be very active. Each day, important news and announcements are compiled to include in multiple Notify Me emails sent to subscribers.

Staff partnered with the Hollywood Chamber to host the virtual City Government Day for the Leadership Hollywood class. The event included coordinating the participation of Mayor Levy, Vice Mayor Biederman, City Commissioners, Assistant City Managers, City Attorney, several department and office directors and the CRA Executive Director, who all spoke about their roles in the City of Hollywood.

Staff prepared materials for the South Park Road item on the agenda for the next City Commission Meeting, as well as hosted the virtual meeting of the Evaluation Committee for University Station P3 proposals. CMED staff hosted and managed the virtual installation of Commissioner Traci Callari, as the 63rd President of the Broward League of Cities on Thursday.

Staff crafted messaging and graphics and assisted with the planning and coordination of Tuesday's Drive-Thru Food Distribution in partnership with Feeding South Florida and FDOT. A website informational flyer was prepared and provided for distribution to attendees of the event.

Staff crafted messaging for the reopening of additional parks and recreational facilities and promotion continues for Census 2020, Virtual Inspections, Utilities Water Line Flushing Program and the #StayStrongHollywoodFL Turtle Coloring Page. Staff is also promoting the upcoming FastTrac® Start-Up Program for entrepreneurs and small business owners, the recently replenished federal relief programs for small businesses and the City and SCORE Broward's 4-week "Simple Steps to Restarting Your Business" which began on May 7th.



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QUIPS – (continued)

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

Staff was present last Friday at Memorial Regional Hospital to shoot a highlight video of the Blue Angels flyover in support of healthcare professionals. The video can be seen on the [City's YouTube Channel](#). Staff responded to a number of media inquiries on a variety of topics, they also continued with the United States Census outreach. The text messaging campaign to 90,000 Hollywood residents continued this week. Additional outreach included an electronic billboard on I-95 and marquee at the ArtsPark at Young Circle in downtown Hollywood.

Economic Development staff is researching and drafting a business assistance program for small businesses located in the City's LMI area adversely affected by COVID-19 and continuing to process Commercial Property Improvement Program (CPIP) inquiries, new applications, and pending projects. Staff has been assisting Hollywood businesses and residents by providing information on available programs through one-on-one consultations and distributing information on business assistance programs via daily Notify Me messages (Business Resources), social media outlets, the City's Economic Development website and email.



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QUIPS – (continued)

Budget & Performance Management

Budget Corner: *Fiscal Impact of COVID-19*

As we move towards a plan of reopening, the Budget Office continues to monitor and analyze the fiscal impact of the COVID-19 pandemic. Last week, the Budget Office completed provided an updated projections report of all City-wide funds. Below are a few highlights from the report:

- Delays in revenue collection of \$780,318 and loss in revenues of \$3,116,632 are expected in the General Fund as a result of the pandemic.
- Citywide cost containment measures went into effect a month ago. To date, \$1.3 million of expenditure savings is estimated in the General Fund.
- Parking Enterprise Fund revenues are expected to have the largest revenue loss due to the pandemic. The estimated Parking revenue loss is \$4.9 million primarily due to the closure of businesses and public amenities.
- Golf Enterprise Fund is anticipated to lose approximately \$441,856 in revenues for the months in which golf courses were closed and revenues are expected to be low following the reopening.
- Water & Sewer and Sanitation Enterprise Fund are expected to experience delays in revenue collections due to high unemployment and potentially have a loss in revenues as a result of permanent business closures. However, it is too soon to accurately quantify the impact until April revenues are received.

Overall, nearly all City funds are expected to end the fiscal year in the positive. Corrective action steps are underway to address the funds with projected year-end deficits. Detailed information on the updated report can be found on the Office of Budget & Performance Management webpage:

<http://www.hollywoodfl.org/1252/Miscellaneous-Reports>.



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QUIPS – (continued)

Human Resources Update:

The City of Hollywood is pleased to have partnered with Life Scan Wellness Centers to provide comprehensive physicals to City of Hollywood employees as part of our overall wellness initiative. The City has made an investment to cover the fee for 1,000 Life Scans for the 2020 Plan Year; the invitation is extended to all City employees. The Life Scan Wellness Exams are scheduled to begin the week of May 18th at Fire Station 74.

Life Scan Wellness Exams are physicals that save lives. With a focus on early detection and prevention, Life Scan Wellness Centers offers a thorough health evaluation as well as recommendations for achieving and maintaining a long term healthy lifestyle and managing medical risks to prevent fatalities. Each Life Scan exam includes a comprehensive medical evaluation, ultrasound imaging, cardio-pulmonary assessments, vision and hearing tests, and extensive laboratory blood profiles. This is just one way we give back to our employees to promote their health and wellness so that they can continue to provide essential City services without interruption, happy and healthy.

Office of Budget & Performance Management

- **SR7 at Hollywood Blvd Mobility Hub:** This project is being coordinated with Broward Metropolitan Planning Organization (MPO) through a Local Agency agreement. Broward MPO has received the Federal Transit Administration (FTA) grant award. Sub recipient agreement with Broward MPO is underway.
- **New Police Headquarters:** Environmental assessment and site survey of the proposed Police Headquarters site began on May 6th. Program Consultant continues to conduct interviews with Police Department Staff to assess operational needs for the new building.



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QUIPS – (continued)

Office of Budget & Performance Management – (continued)

- **Florida East Coast Railway Corridor Safety and Landscaping Enhancements:** This project is being coordinated with Broward Metropolitan Planning Organization (MPO) Complete Streets Masterplan, and it is currently in the planning phase. Design and Construction Management is planning a kickoff meeting with City stakeholders to discuss next steps.

Weekly updates on DCM projects continue to be posted through the City of Hollywood website on the DCM page: <https://www.hollywoodfl.org/1197/Design-Construction-Management>.

Hollywood Police Department

In 1962, President John F. Kennedy signed a proclamation which designated May 15th as Peace Officers Memorial Day and the week in which that date falls as Police Week. This week let us remember our six fallen HPD heroes: Officer Owen Coleman, Officer Henry T. Minard, Officer Byron W. Riley, Officer Phillip C. Yourman, Officer Frankie M. Shivers, Officer Alex Del Rio.



Last week our dedicated officers completed "Project H.E.R.O." (Honoring Every Resting Officer). We adopted this project from the Miami Police Department, where we visit the resting place of our fallen officers, and maintain their resting sights. We were able to visit and maintain all resting sights but one due to distance. Officer Coleman's sight is in Maryland, and logistically we can not visit his sight at this time.

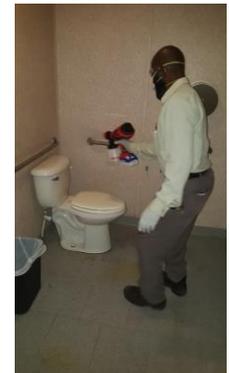


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QUIPS – (continued)

Public Works

- In order to protect our employees and lower the spread of the COVID19 virus when the City opens, we have been installing plexi glass shield in offices that are and will be high trafficked by the public (Code & City Clerks).



- We also have staff cleaning and sanitizing bathrooms daily along Broadwalk for restrooms located at Keating Park, Harry Berry Park, and Charnow Park beginning at 6:00 a.m.
- Despite the circumstances of the COVID19, our Public Works crew has been diligently completing their normal tasks along with additional workload caused by COVID19. Attached are photos of staff taking pride and care in the upkeep of City's facilities by repainting the City Hall parking lot.



**WEEK OF MAY 11 – MAY 17, 2020****QUIPS – (continued)****Department of Public Utilities****WMRP-Moffett Street to Hollywood Boulevard from US-1 Intracoastal WW₂**

Contractor is addressing miscellaneous punch list items on Funston Street from US-1 to 14th Avenue. A traffic plan is in place and traffic is being redirected accordingly.

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 Taft Street and Arthur Street from US-1 to North 21st Avenue. A traffic plan is in place and traffic is being redirected accordingly.

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

Contractor is installing underground piping and valves along Monroe Street, just east of South 56th Avenue. Temporary pavement has been installed near the project site on Monroe Street but South 56th Avenue is unaffected by this project. 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.

**WEEK OF MAY 11 – MAY 17, 2020****CURRENT****CANCELLED - Funtastic Friday & ArtsPark Movie Night
Friday, May 15**

Bring the kids to Funtastic Friday at the ArtsPark at Young Circle in downtown Hollywood where they can enjoy the playground, splash pad and movie night.

**CANCELLED - Downtown Hollywood ArtWalk
Saturday, May 16**

Do some shopping, grab a bite to eat, or pop into an art gallery while enjoying art, cultural entertainment, live music and the murals at the *Downtown Hollywood ArtWalk* from 6:00 p.m. - 11:00 p.m. A *FREE Guided Mural Tour* begins at 6:00 p.m. at the Visitor Center Information Booth at the corner of 20th Avenue and Hollywood Boulevard. Learn the stories behind the art and artists! The *Downtown Hollywood Artisan Market at Artwalk* on Harrison Street between 20th and 21st Avenue, features pop-up shops, artist showcases, handmade items, local purveyors, vintage shopping and fun!

At 8:00 p.m. artist Daniel Pontet, accompanied by Jeff Lee of Resurrection Drums, entertains the crowds at 2001 Van Buren Street with Impulse Art, a fusion of music and foot painting. For additional information, please contact the Hollywood Community Redevelopment Agency at 954.924.2980 or visit www.FloridasHollywood.org/ArtWalk.

**CANCELLED - Global Meditation
Sunday, May 17**

We practice and teach a form of meditation that relaxes the mind and nurtures a healthy balance between our inner and outer worlds. Through numerous social service activities and partnerships, we promote spiritual understanding, leadership with integrity and elevated actions towards a better world. Global Meditation takes place at ArtsPark at Young Circle in Downtown Hollywood from 6:00 p.m. - 7:30 p.m. For additional information please call 954.962.7447 or visit: <https://www.facebook.com/brahmakumarishollywood/>.



WEEK OF MAY 11 – MAY 17, 2020

UPCOMING

**CANCELLED - Food Trucks at ArtsPark
Monday, May 18**

Bring a blanket or a beach chair and a hearty appetite to the Food Trucks at ArtsPark. Monday evening from 5:30 p.m. – 10:00 p.m. Select from over 20 different food trucks. Admission is free. Menu prices vary. Visit <http://burgerbeast.com/arts-park/> for this week's truck line-up.

**CANCELLED - Funtastic Friday & ArtsPark Movie Night
Friday, May 22**

Bring the kids to Funtastic Friday at the ArtsPark at Young Circle in downtown Hollywood where they can enjoy the playground, splash pad and movie night.