



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

From the Desk of the City Manager

Direct Financial Assistance Program

The Direct Financial Assistance Program application window for Hollywood residents closed this week. Since the City launched an assistance program in October, 863 residents have been served with \$1,095,991.12 in Cares funding distributed. An additional \$465,000 has been distributed to 105 households using State CARES funding as part of the SHIP rental assistance program. The remaining State allocation is expected to be expended by the program deadline. More than 250 persons have been helped with rental, mortgage and utility assistance. One Hollywood resident who took part in the program says "I was in a state where I didn't know how I was going to pay my rent and I was at high risk for eviction with nowhere else to go. I can't thank the City enough for the help that allowed me to stay in my apartment." Another resident mentioned their partner is expecting and is currently bed ridden. Before the pandemic they were actively employed in the hotel industry, but due to the negative impact of COVID-19 they unfortunately lost their positions. The financial assistance program has allowed the couple the stability they needed as they work to get back on their feet.

The application window for Direct Financial Assistance Program for Hollywood's Small Businesses and Non-Profit Organizations has been extended to 10:00 p.m. on Wednesday, December 9th. The program has been expanded to now include home-based businesses. For more information and to apply, please visit the City's website at www.HollywoodFL.org/Assistance.

Broward Back to Business Virtual Expo

The Broward Back to Business Virtual Expo will be Broward's largest virtual expo presented by the Broward County Council of Chambers including our Greater Hollywood Chamber of Commerce. With the power of 13 supporting chambers – the goal of the expo is to make a true impact on the local economy. This virtual platform will provide businesses with the opportunity to increase revenue conversions, grow their digital presence and expand their reach to potential clients/partners.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

From the Desk of the City Manager – (continued)

The City of Hollywood's Office of Economic Development team will be hosting a virtual booth and will be providing attendees with information and guidance on entrepreneurial and small business support programs, business relocation assistance information, and market the current listing of City of Hollywood job openings. Additionally, the City's participation will help grow the database of prospects, leads, and contacts for continued recruitment of businesses with the goal of growing our local economy.

The BB2B expo will take place on December 8th from 3p.m. to 6 p.m. To link to the event page to register you can go to the featured events section on the Chamber's homepage which is: www.hollywoodchamber.org.

Hollywood is On The Go!

The Department of Design and Construction Management is hosting a Public Meeting for the new Police Headquarters project at 6:00 p.m. on Tuesday, December 8th. Due to limited access to City facilities, this meeting will take place online via WebEx. Members of the public participating via computer, smartphone or tablet will be able to submit questions and comments and share feedback in real-time with the project team.

The goals of the meeting are:

- Introduce the Project Team
- Review the overall Police Headquarters Project
- Review the design process
- Gather community feedback
- Answer questions related to the Police Headquarters Project

All are invited and encouraged to attend to share their vision for the New Police Headquarters project! Meeting information is available on the City's website under the calendar of events.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

From the Desk of the City Manager – (continued)

Show Your Holiday Spirit - Virtually

The Department of Parks, Recreation and Cultural Arts is hosting three virtual photo contests and a Virtual 5K. Compete in the Ugliest Holiday Sweater, Best Decorated House/Balcony, and Best Decorated Tree this holiday season. Complete the registration form before the December 10th deadline then snap a photos and submit by Monday, December 21st.

The Holiday Virtual 5K also has a photo contest component. Register for the Virtual 5K by Wednesday, December 16th, run or walk then upload your photo and race time by Monday, December 28th. All the event details and registration program can be found on the Parks and Recreation Special Events webpage: <https://www.hollywoodfl.org/.../Hollywood-Holiday-Virtual...>

Happy Holidays

The Commission is now officially on its scheduled winter recess and as such, this will be the last weekly report until the Commission reconvenes in the new year. I encourage all to take time to slow down and enjoy this festive season. As we look forward to the new year, which will undoubtedly challenge us all from the start, I remain hopeful for a more positive and successful 2021 filled with great accomplishments and success. On behalf of City staff, I would like to wish the Commission a restful and rejuvenating holiday and everyone a safe and happy holiday.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS

Office of Communications, Marketing and Economic Development ROI

Communications staff continued outreach and promotion for the final days of the CARES Act Direct Financial Assistance Program for residents and business owners. Staff has been promoting PRCA's virtual holiday events, including several photo contests and a Virtual Holiday 5K. They are also finalizing plans and coordinating with the CRA on the 2021 Economic Development targeted media buy that will feature the theme, "Find Your Future in Florida's Hollywood."

CMED staff coordinated with Procurement on oral presentations from firms with proposals to develop the Hollywood Beach Culture and Community Center site. Staff produced the CRA Board Meeting and City Commission Meeting for broadcast on Wednesday.

Due to COVID-19 the Candy Cane parade has been cancelled this year, but that is not stopping our video production staff! They are working now to create a video of high "Lights" from past Hollywood Beach Candy Cane Parades to feature as a retrospect. Once completed, the video will be posted on the City's YouTube Channel and will be re-broadcast on the Government Access Channel, Comcast Channel 78, ATT U-Verse Channel 99, for all to enjoy throughout the holiday season.

Economic development staff has been fielding calls from Hollywood business owners interested in applying for the Direct Financial Assistance through the Broward County CARES Act Grants for Small Business and Nonprofits Program. Wednesday, December 9th is the new application deadline and home-based businesses are now eligible to apply. The eligibility criteria was expanded for businesses which previously received support from the Federal PPP/EIDL or State Bridge Loan up to \$100K, instead of the initial \$15K eligibility limitation. If you still need assistance, you can schedule free one-on-one Technical Assistance at [Broward.org/Cares](https://www.broward.org/Cares) – virtual appointments ranging from 15 to 90 minutes are available. Checks are currently being disbursed to Hollywood businesses awarded the City's Micro-enterprise Small Business Grants. Staff continues to work through the final stages of this program.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS

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

On Thursday, staff attended a virtual Business Forum entitled "RISE," hosted by Broward County's Office of Economic and Small Business Development, which focused on the entertainment and restaurant industry. Over the next few months, RISE Business Forums will feature different industries and topics to REBUILD, IMPROVE, SUSTAIN and ENGAGE existing business, while aiding in the launch of new business endeavors.

The Urban Land Institute's (ULI) 2020 Leadership Institute Class recently completed its Leadership Project which studied the City of Hollywood's 170-acre South Florida Design and Commerce Center. Each class of the Leadership Institute dedicates their time to solving local land use issues through Leadership Projects, pro-bono community advising services offered by teams of Leadership Institute participants. The 2020 Leadership Institute students presented their final report to City staff on Monday outlining recommendations for responsible redevelopment and investment in this area study area.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

**Environmental Sustainability
Two Resources for Sustainable Business**

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-owned property and City vendors. 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.

Dune Restoration – Volunteer Opportunity



Restoration of Hollywood Beach's dunes continues. This is a great opportunity for students and families to help restore a coastal ecosystem and protect our shoreline. On Saturday 12/12/2020 at 8:00 a.m. we will plant two dunes on the south end of the beach at Crocus and Daffodil Terraces. YEA is organizing the volunteers. Go to yeafrog.org for details and to sign up.





WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Budget & Performance Management
Budget Corner: Setting a Budget Framework

A new Comprehensive Budget Policy was presented and approved by the City Commission this week. The purpose of this policy is to guide the City's budget practices and efforts towards meeting its mission and strategic goals. Many elements of the policy are based on current City practices and include refinements to existing processes. The chart below highlights some of the many benefits of establishing a budget policy.





WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Public Utilities

Project Manager Wilhelmina Montero:

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 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.

Project Manager Vernal Sibble:

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

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

Development Services

Building Division

Between November 23rd – November 25th Building completed:

Inspections	Total
Virtual inspections	106
In person inspections	853
Plan Review	Total
Virtual plan review	364



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

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	1
Warnings Issued	2
Citations Issued	6

Between November 23rd – November 30th Code Officers completed:

CODE COMPLIANCE TASK	TOTAL
Re-Inspections	191
New Calls Of Concern	143
New Violations/Courtesy Warnings Issued	189

Between November 23rd – November 29th 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

Neighborhood Pride First-time homebuyer

- o Neighborhood Pride subsidy for 1 home at 1521 North 71st Avenue.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

CRF Eviction and Foreclosure Prevention Program

- The applications became available on October 19, 2020. Staff has received a total of 863 applicants. **48** have deemed ineligible to date.
- **202** Rent, Mortgage and Utility Assistance payments for **\$1,095,991.12**

Community Development Division

CARES Funding	NOVEMBER 24 TH - NOVEMBER 29 TH TOTAL	TOTALS FROM 10/19
Qualified Applicants	220	863
Ineligible Applicants	2	48
Rent Checks Issued	33 - \$162,223.80	202 - \$974,796.96
Utility Assistance	3 - \$2,527.62	46 - \$22,824.86
Total Assistance	\$164,751.42	\$997,621.62

Engineering, Transportation & Mobility Division

Between November 23rd – November 25th Engineering completed:

ENGINEERING TASK	TOTAL
Total Customer Service Calls	149
Row Submittals/Revisions/Issuance	24
Inspections	40
Plan Reviews	102
Traffic - Customer Service Complaints	14
Mot Plan Reviews	17
PACO Reviews	3



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Planning Division

Between November 23rd – November 25th Planning completed:

PLANNING TASK	TOTAL
General Zoning Phone Calls, Emails	1,332
Permit Phone Calls	61
Permit Emails	101
Permit Plan Reviews	77
Certificate Of Use	14
Zoning Letters	4
Alcohol Licenses	4
Address Designations	2
Virtual Meetings	28

Police Department

Last week Chief O’Brien and staff attended line-ups to make the following well-deserved promotions. Congratulations to:

- Major Paul Laskowski
- Lieutenant Manny Ruiz
- Lieutenant Chris Boyd
- Sergeant Chuck Burrows
- Sergeant Ryan Ostrowsky

Under different circumstances the Hollywood Police Department would have held a promotional ceremony to honor these newly promoted leaders, but we will not let it stop us from recognizing them. We congratulate all of you and wish you the best in your new positions.

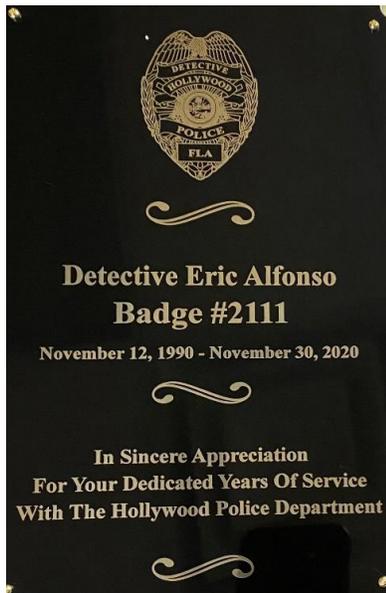


WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Police Department – (continued)

We would also like to Congratulate Detective Eric Alfonso on his retirement. Thank you for 30 years of exceptional service. We wish nothing but the best in your future endeavors.





WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Office of Human Resources Employment Division

The Office of Human Resources currently has 10 new hires and one (1) promotion pending final approvals/start dates. 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/hollywoodfl>

Learning

Twenty-one managers and supervisors began a virtual course called Management Essentials thru the City's Employee Assistance Program (EAP) provider this week. This 3-part series is designed to help managers gain the skills and tools to lead, motivate, and guide teams and individuals. The program introduces specific strategies for: Building effective teams; Resolving conflict; Communicating with direct reports; Delivering constructive feedback; and Developing employees. Employees will complete the program on December 14, 2020.

Hollywood Wellness

On December 9th at 12:00 p.m., Hollywood Wellness will be hosting the final wellness webinar of the year entitled, Managing Stress & Anxiety During the Holidays & Beyond. Presented by one of Memorial's clinical psychologist, Dr. Jessica Ketterer, the webinar will discuss ways to mitigate stress and anxiety that comes along with holiday preparation: the added pressure and expectations we may put on ourselves, family dynamics and the compounding effects of COVID-19. Retirees and employees are all encouraged to attend this FREE webinar. Attendance request can be emailed to wellness@hollywoodfl.org. A webinar link invitation will be provided upon registration.

Wellness Highlight – Laughter is Good for your Health: Did you know a good laugh can improve your well-being? According to the Mayo Clinic, there is evidence that suggests laughter may have a positive effect on your mental and physical health. Consider seven ways laughter can improve your well-being:



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Wellness Highlight – (continued)

1) *Boosts your mood* when you're feeling down, lessening the symptoms of depression and anxiety; 2) *Builds resilience* by helping you to get through difficult times and cope with challenging situations; 3) *Makes you more relaxed* by inhaling oxygen-rich air into your lungs, heart and muscles which stimulates circulation and relaxation; 4) *Improves your immune system* by fighting off stress caused illnesses; 5) *Reduces stress in the same manner as exercise* by increasing, then decreasing your heart rate and blood pressure; 6) *Relieves pain* by boosting endorphins, the body's natural painkillers, released by your brain; and 7) *Strengthens relationships* by helping you to connect with other people, which is great for your emotional health. With all of these bonus benefits, make it a point to find humor in life's situations. Find something funny that makes you smile or laugh, then pass it on.

Labor Relations

The Labor Relations Division continues to foster open communication between labor and management by administering and interpreting the City's collective bargaining agreements, providing advice and counsel to management on labor matters, administering the grievance process, facilitating meetings between departments and their respective unions, conducting investigations, administering the City's drug-free workplace policy, administering requests for Family Medical Leave Act and Families First Coronavirus Response Act leave, and mitigating exposures of COVID-19.

Risk Management

Risk Management reviewed eight reports of damage to City property; two are pending additional information from appropriate departments in order to determine if recovery is possible, one was not City property therefore, recovery is not possible. Three new general liability claims were also processed. The insurance policies for property, public officials and marina storage tanks were renewed. We received \$2,297.64 in subrogation recoveries from the City's third party claims administrator, Relation Insurance. This week we also reviewed 15 certificates of insurance for insurance compliance for firms or individuals that perform services on behalf of the City.



WEEK OF NOVEMBER 30 – DECEMBER 6, 2020

QUIPS – (continued)

Department of Design & Construction Management

Hollywood Beach Golf Course: Selection committee met on December 1st for the Oral Presentations for the selection of the Architectural/Engineering Consulting firm. The top three firms selected presented based on criteria's set by the city.

New Police Headquarters: The consultant has moved on to the next design aspect of the Block and Stack and presented to the stakeholders 3 options. The Block and Stack Concept designs will focus on how the buildings and garage are laid out and the locations of departments within the buildings, not on the exterior appearance.

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>