



City of Hollywood, Florida
Office of the City Manager

PRESS RELEASE

FOR IMMEDIATE RELEASE

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***Community Forum on Johnson Street Redevelopment
Monday, March 15, 2010 at 6:00 p.m. at Hollywood City Hall***

HOLLYWOOD, FL – The City of Hollywood will host a Community Forum on the redevelopment proposals under consideration for the Johnson Street site on Hollywood Beach on Monday, March 15th at 6:00 p.m. in Room 219 at Hollywood City Hall, 2600 Hollywood Boulevard. Residents will hear presentations on two different redevelopment proposals: Margaritaville at Hollywood Beach and Ocean Resort and Village by Planet Hollywood.

Last summer the City of Hollywood issued a two-stage Request for Proposals (RFP) for the redevelopment of the nearly 6 acres of city-owned land located at Johnson Street and A1A on Hollywood Beach. This RFP was developed after numerous community meetings to gather input from Hollywood residents and business owners about their ideas and priorities for this important beachfront site.

The stage II proposals were due on February 18, 2010. Two development teams submitted proposals: Margaritaville at Hollywood Beach, LLC and Hollywood Beach Partners, LLC for Ocean Resort and Village by Planet Hollywood. These proposals, along with the video of the Stage II Evaluation Committee proceedings, can be viewed on the City's website, www.hollywoodfl.org, by clicking on "Johnson Street/Beach RFP" under Hot Information.

The Community Forum will provide an opportunity for the public to hear from both development teams and ask questions about each team's project plans. These public



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comments, along with the evaluation committee's recommendation and consultant reports will be forwarded to the City Commission members for their review and consideration in preparation for the April 7th regular City Commission meeting. At that time, the City Commission will discuss the proposals, take additional public comments and be asked to authorize staff to begin negotiations with one or both development groups.

For additional information, please contact Raelin Storey, Public Affairs Director at 954.921.3098.

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