

# HOLLYWOOD

## BEACH & DOWNTOWN

### FACT SHEET

**ESTABLISHED:** The Hollywood Community Redevelopment Agency (CRA) was created to redevelop Hollywood as a dynamic place in which to invest, work, live and play. The Downtown District was created in 1979. The Beach District was created in 1997.

**STRUCTURE:** The CRA Board consists of seven (7) members who also serve as Mayor and City Commission.

**BOARD MEETINGS:** The regular meeting of the CRA Board occurs on the first and third Wednesday of each month at 4:00pm at City Hall unless otherwise specified.

**BOUNDARY:** The Downtown District is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south.

The Beach District consists of 293 acres from Sherman Street south to the south property line of the Westin Diplomat Resort and Spa, and from the Intracoastal Waterway to the Atlantic Ocean.

**OBJECTIVES:**

- Promote redevelopment and eliminate the causes of physical and economic blight;
- Ensure sanitary and safe conditions through infrastructure improvements;
- Improve circulation for pedestrians, bicyclists and motorists;
- Encourage and provide alternate modes of transportation; to increase public parking;
- Enrich the visual and functional quality of the streetscape for all user groups;
- Enhance Hollywood Beach as a tropical destination;
- Preserve and maintain natural resources;
- Upgrade existing public recreation facilities and expand recreation opportunities;
- Re-establish tourism as a vital industry;
- Develop the Johnson Street beach property as the village center of Hollywood Beach;
- Create opportunities and incentives that facilitate redevelopment of private properties.
- Correct and improve operational problems such as traffic and parking
- Stimulate appropriate new private development
- Protect the neighborhoods bordering Downtown and provide suitable buffers between the Downtown Core and the neighborhoods
- Provide public funds to stimulate private development
- Protect and reinforce the traditional retail district in the Downtown core

**FUNDING:** The CRA is funded through Tax Increment Financing (TIF). In 1977 an Amendment to the Community Redevelopment Act passed by the Florida Legislature authorized tax increment financing of community redevelopment projects within the Community Redevelopment Area. Funding for the CRA is determined annually and is in the amount of the increment. This is the portion of the tax revenues generated within the redevelopment area over and above the base year (Downtown, 1979; Beach, 1997).

**OFFICE STAFF:**

Bryan Cahen, Finance Manager	Jessica Boilard, Financial Analyst
Judy Erickson, Tourism Manager	Adam Chernov, Web Content Coordinator
Lisa Liotta, Economic Development Manager	Nicole Friedland, Tourism Coordinator
Manuel Pila, Communications Manager	Geoff Marmon, Recreation Coordinator
Sonia Hochheim, Executive Assistant	Rafael Vazquez, Economic Development Coordinator
Phyllis Lewis, Secretary	Michael Auclair, Beach Maintenance Supervisor
Esperanza Espinel, Receptionist	Martin Bertuzzi, Code Compliance Officer
	John Weitzner, Code Compliance Officer

**OFFICE ADDRESS:** 330 North Federal Highway, Hollywood, Florida 33020

**PHONE:** PHONE: (954) 924-2980 FAX: (954) 924-2981

**WEBSITE:** [www.HollywoodCRA.org](http://www.HollywoodCRA.org)