WHY MOVE YOUR BUSINESS TO HOLLYWOOD?

- Close to international airport and seaport
- Centrally located in 3.5 million population
- No personal income tax
- Diverse labor force and talent pool
- Waterfront executive housing
- Abundant workforce housing
- Colleges and universities close by
- Arts and culture hub
- Business friendly government
- Golf courses, beaches, kayaking, fishing
- Year 'round warm weather and sunshine
- Unmatched quality of life
## HOLLYWOOD BY-THE-NUMBERS

<table>
<thead>
<tr>
<th>3.2 million annual visitors</th>
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<td>5,150 hotel rooms: exceeds national average for hotel occupancies</td>
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### Fort Lauderdale-Hollywood International Airport
- 25 million passengers annually
- One of the fastest growing airports in the U.S.

### Port Everglades
- 4 million cruise passengers annually
- #2 cruise port in the world

### Strategic Locations in Florida
- 10 minutes to Fort Lauderdale-Hollywood International Airport
- 30 minutes to Miami
- 15 minutes to Fort Lauderdale
- Conveniently located between I-95 and US-1 corridors

The City of Hollywood encompasses 27 square miles along the Atlantic Ocean between Miami and Fort Lauderdale. The Fort Lauderdale-Hollywood International Airport lies along the City’s northern limits. Port Everglades, one of the busiest cruise ports in the world, lies primarily within Hollywood’s boundaries. Together, these facilities provide international access. In addition, I-95, US-1, Florida’s Turnpike, Tri-Rail, Amtrak and public transportation provide easy and convenient accessibility from Hollywood to the rest of the country. For information about CRA grants and incentives, visit HollywoodCRA.org.
Downtown Hollywood has much to offer with new and planned construction of Class-A office space, co-work shared work space options, mixed-use opportunities, flexible zoning and the charm of a traditional downtown. Wide brick paved sidewalks and convenient north-south and east-west corridors make Downtown Hollywood an easy and ideal area to navigate by foot, bicycle, vehicle or public transportation. Home to the Hollywood Art & Culture Center, Cinema Paradiso – Hollywood art-house cinema, the ArtsPark at Young Circle and dozens of international restaurants and cafés, galleries and unique shops, Downtown Hollywood is a distinctive business, cultural and entertainment market and an exciting place to live, work and play.

The ArtsPark at Young Circle in Downtown Hollywood is an award winning ten-acre circular park, designed with active spaces that stimulate, meditate and entertain. Live music events attract thousands of attendees.
Hollywood Beach, voted one of the top beach destinations in the U.S. by TripAdvisor, is known for its world-famous Broadwalk, which stretches 2.5 miles along the white sand. Guests from around the world stay in its luxury hotels and charming boutique inns. Hollywood Beach offers numerous retail, residential and commercial development opportunities.
DOWNTOWN HOLLYWOOD CAPITAL IMPROVEMENT PLAN

The following capital improvements reflect the projected growth needs of the CRA District to maintain its stature as a world class destination and to provide comfortable conditions for its residents and businesses, ensuring that development is consistent with the community’s plans and vision.

**Festoon Lighting**
- Festoon Lighting (String) across Hollywood Boulevard
- Festoon Lighting (Curtain) at 21st and Young Circle (optional)

**New Clay Pavers**
- Remove existing concrete banding in key areas
- Install new clay pavers throughout
- Provide midblock expansion / improvements
- Provide paver crosswalks
- Provides most longevity for color/appearance
Tyler Street Reconfiguration Options

Option A: Two-way with median

Option B: Two-way with east bound bike lane
Wayfinding Signage
- Wayfinding signage to assist in the easy identification of businesses, parks and special events

Gateway Markers
- Enhancement of entrances to the Downtown core through integrated design elements

Neighborhood Lighting
- Improvements to neighborhood lighting for pedestrian and vehicular safety
- Eight streets located north and south of Hollywood Boulevard
**HOLLYWOOD BEACH**
**CAPITAL IMPROVEMENT PLAN**

**Marine Turtle Lighting**
- Retrofit existing Broadwalk light fixtures to be compliant with marine turtle lighting ordinance
- Retrofit non-compliant cobra head fixtures on E/W side streets not yet converted to new lighting

**Nevada Street Garage**
- New 7 level public parking garage
- Approximately 316 parking spaces
- 3500 SF retail space

**Lifeguard Towers**
- Replacement of life guard stations: 14 towers and 6 first aid stations within CRA district

**Johnson Street Hub**
- Relocating mast arm
- Gateway features
- Wayfinding signage
- Landscape enhancements
- Lift station beautification
- Stamped asphalt crosswalk

**Streetscape**
- Phase III: Oklahoma to New Mexico Streets
- Phase IV: Harrison Street to Magnolia Terrace
- Hardscape & streeetend plazas with parking
- Marine turtle friendly street lighting
- Landscaping and irrigation
- Overhead conversion
- Public restroom(s)
State Road A1A
- Hollywood Blvd. to Sheridan Street
- Undergrounding of overhead utilities
- Streetscape beautification
- Safer ADA Sidewalks
- Enhanced landscaping and trees
- Sharrow Lane
- Four- and five-lane configuration

A1A Linear Park
- Small dog park
- Public day docks
- Public Art
- Enhanced bus stop
- Shaded seating and walkway
- Lift station – architectural enhancement and landscape

Hollywood Boulevard Bridge
- Replacing existing ramps with T-type intersection
- Maintain existing bascule support
- N/S A1A remains in current configuration
- Removal of NB East loop ramp

Dune Fencing
- From Sherman Street to Azalea Terrace
- Dune fencing behind Summit Condo
- Hollywood Beach Hotel
- Oklahoma, Hayes, and Sherman Streets
- Replacement of existing wooden fence with new post and rope
- Leveling sand that extends outside the dunes

Broadwalk Enhancements
- Solar LED pavers
- Phosphorescent paint symbols on Broadwalk
- Concrete pole replacement