

HOLLYWOOD, FLORIDA

Hollywood Facts



The CITY OF HOLLYWOOD is conveniently nestled between Fort Lauderdale and Miami. Historic yet contemporary, casual and cosmopolitan, it has been a magnet for a colorful variety of people and cultures since its foundation in the 1920s. Named an "All-America City 2007" by the National Civic League, Hollywood's special appeal has been recognized with numerous other national honors including its selection as one of the country's "100 Best Communities for Young People".

HISTORY

Hollywood was founded by visionary planner Joseph Wesley Young in the early 1920s and officially incorporated on November 28, 1925. Young wanted to build his "Dream City in Florida" – a city for everyone from the "opulent at the top of the social ladder to the humblest working people". Young also provided the inspiration and helped secure the financing to create Port Everglades in 1928. Eighty percent of the Port is located within Hollywood's city limits. Today, the Port is among the busiest in the country.

Hollywood's population makes it the twelfth largest city in Florida. Within its nearly 29 square miles are 6 miles of beaches, and Florida's only oceanfront Boardwalk – a 2.5 mile brick-lined promenade where walkers, joggers and bicyclists enjoy dramatic coastal views along with the nostalgic feel of a main street thoroughfare lined with seaside shops and restaurants. Just minutes from the beach, is the Downtown District featuring the spectacular 10-acre urban ArtsPark at Young Circle. Listed on the National Register of Historic Places, Downtown Hollywood is the backdrop for year-round festivals, street markets and entertainment. This pedestrian friendly environment is the perfect place to take in South Florida's charm, embodied in its unique architecture, trendy shops and sidewalk cafés. Both the downtown and beach offer free wi-fi!

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Hollywood Facts



LAND AREA:	
Total:	28.87 sq. miles
Beaches:	6 miles
Oceanfront Broadwalk:	2.5 miles
HIGHWAYS:	
	I-95 Florida Turnpike
HOSPITALS:	3
COUNTY LIBRARIES:	3
CITY PARKS & RECREATION FACILITIES:	
Parks:	54
Community Centers:	10
Golf Courses:	5
STATE & COUNTY PARKS:	5
SCHOOLS:	
Number of Public Schools:	23
Elementary School	14
Middle School	5
High School	4
Number of Private Schools:	18
CITY POPULATION IN 2000:	139,357
ESTIMATED POPULATION AS OF 2007:	142,943
DEMOGRAPHIC INFORMATION:	
<small>(Source: U.S. Census Bureau, 2006 American Community Survey)</small>	
White (Non-Hispanic)	53.7%
Hispanic (of any race)	28.8%
Black or African American	12.3%
Asian	2.6%
Some other race	.59%
Two or more races	1.9%



Planning for Growth

Vision Driven Development

With more than fifteen linear miles of commercial corridors targeted for redevelopment, business opportunities abound in Hollywood. The City has undertaken ambitious land use and zoning changes to promote redevelopment and prepare for future growth.

By 2025, Hollywood expects to welcome an estimated 38,000 new residents. The City-Wide Master Plan provides a clear vision for the City's future. This blueprint for smart growth allows increased densities and intensities along key commercial corridors.

MARKET OVERVIEW

Regional/South Florida Population:	5.5 million
Broward County Population:	1.8 million
Hollywood Population:	142,943
Total Visitors to Broward County:	10.1 million
Port Everglades Cruise Passengers:	3.6 million
Fort Lauderdale/Hollywood Int'l Airport Passengers:	22.3 million

ZONING FOR REDEVELOPMENT

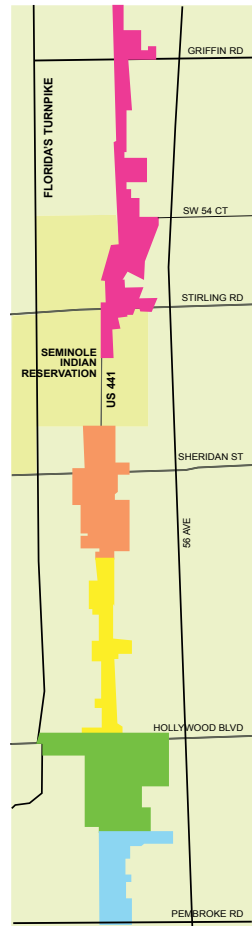
US 441/State Road 7 Corridor

Spanning 14 cities in Broward County, the State Road 7 Corridor runs through western Hollywood and offers direct connects between business and residents throughout South Florida. The City of Hollywood has taken a proactive approach for State Road 7 redevelopment by creating specific zoning categories just for this corridor. The Florida Department of Transportation is poised to begin a six-lane widening project for a large portion of the roadway.

Commercial Corridor

- Low Hybrid South
- City Center
- Low Hybrid
- Medium Hybrid
- Resort Commercial

New zoning categories are in place to spur development along the 441 Corridor to complement the popular Seminole Hard Rock Resort and Casino and allow for significant commercial redevelopment.



HOLLYWOOD, FLORIDA

Planning for Growth



Proposed Sheridan Stationside Village

Citywide Redevelopment at Work

The creation of innovative land use categories, such as Transit Oriented Corridor and Transit Oriented Development, is already spurring progressive redevelopment projects along key transportation routes. Plans for a 40-acre mixed-use project called Sheridan Stationside Village, adjacent to I-95 and the CSX railway (Tri-Rail), will result in South Florida's first Transit Oriented Development. This landmark project will offer up to 299,000 square feet of new office space, 300,000 square feet of commercial/retail space and up to 1,050 new residential units, all with convenient access to multiple transportation alternatives.

Regional Activity Center, East of Interstate 95

In 2005, the City of Hollywood amended its Comprehensive Land Use Plan, expanding the existing Regional Activity Center (RAC) to include approximately six miles of commercial corridors. These corridors include historic Downtown Hollywood, Federal Highway, Dixie Highway and Hollywood Boulevard east of Interstate 95.

The RAC designation promotes mixed-use development. Corresponding zoning regulations are currently being created for the corridors and adjacent multi-family neighborhoods. This zoning will guide future corridor redevelopment and neighborhood infill development.



HOLLYWOOD, FLORIDA

360° of Opportunity



Downtown Hollywood is characterized by quaint sidewalk cafes, brick-lined walks, unique boutiques, shops, art galleries and dozens of restaurants. Listed on the National Register of Historic Places, the Downtown District is the backdrop for year-round special events, arts & cultural activities, street markets and entertainment.

Just minutes from Hollywood's award-winning beaches, world class resorts, casinos and international air and sea ports - downtown features hundreds of new luxury residential units as well as office, retail and commercial space that offer 360° of opportunity.

Downtown Hollywood Facts & Demographics

	10 minutes	20 minutes	30 minutes
Population			
2007 Estimate	190,092	1,388,063	3,091,068
2012 Projection	194,931	1,439,980	3,243,693
Households			
2007	83,847	523,565	1,183,761
Avg. Household size	2.24	2.61	2.57
Traffic Counts			
Young Circle	50,000+ ADT		
US 1 / Federal Hwy.	32,000		
Population by Age (2007 estimate)			
Age 0 - 17	21.00	25.28	23.56
Age 18 - 54	48.73	51.10	50.28
Age 55 - 74	20.77	17.38	18.35
Age 75 & over	9.50	6.24	7.82
Median Age	42.02	37.11	38.81

- 5 Minutes - Hollywood Beach, I-95, Tri Rail, US 1, A1A
- 10 Minutes - Fort Lauderdale/Hollywood International Airport, Turnpike, I-595, US-441
- 20 Minutes - Port Everglades
- 40 Minutes - Downtown Miami

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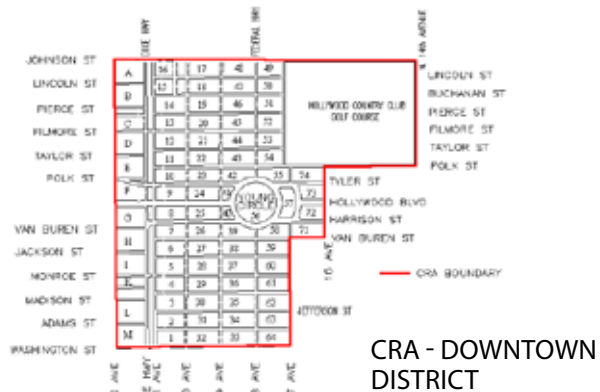
HOLLYWOOD, FLORIDA

Community Redevelopment Agency
Downtown District



ArtsPark at Young Circle

The complete redevelopment of the downtown circular park that was originally created by the City's founder, Joseph Young, has been heralded by local, state, national and international publications for its boldly modern design and award-winning public works of art. The center of the ArtsPark at Young Circle features a spectacular fountain with more than 60 water jets designed by internationally acclaimed artist, Ritsuko Taho. Through a wide array of art, education, recreation and entertainment activities, the ArtsPark is a great place for young and old, visitors and residents, to play and enjoy the diverse cultural life of South Florida. The park features a Visual Arts Pavilion where visitors can enjoy demonstrations of glass blowing, jewelry making and sculpting. There is a children's play area with an interactive fountain, a broad promenade for strolling or jogging, acres of lush green space perfect for a game of catch or relaxing with a good book.



FOR MORE INFORMATION CONTACT:

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HOLLYWOOD, FLORIDA

Airport / SeaPort / Railways



FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT (FLL) is located on the City of Hollywood's northern boundary and is one of the fastest-growing airports in the country. It is the 23rd busiest airport in the United States, 50th in the world. FLL's phenomenal growth is fueled by a booming cruise market, international and domestic tourism and the rapid expansion of discount air carriers. FLL plays a major role in the economic welfare of the region, contributing more than \$2.3 billion to the local economy. A traveler-friendly airport, FLL offers non-stop service to more than 55 U.S. cities with international service to Mexico, Central America, South America, the Caribbean and Canada. It boasts a new parking garage and full service rental car center. FLL gives travelers all the amenities of a world class airport including free wi-fi!

PORT EVERGLADES is conveniently located largely within the City of Hollywood. It serves as a gateway to the world through cargo connections and exotic cruises. Nearly 6,000 ships call at Port Everglades each year making it one of the world's busiest cruise ports and putting it at 12th in the nation for containerized cargo. The Port is the region's major petroleum storage and distribution facility and is a leading bulk cargo depot. As a premier seaport, Port Everglades is one of South Florida's strongest economic engines generating more than \$10.6 billion in waterborne revenue each year.

FEC and CSX RAILROADS run through Hollywood offering convenient and affordable rail transportation for moving freight between rail yards and trucking terminals and connecting South Florida with the rest of North America.

The CSX tracks are also utilized by Tri-Rail and Amtrak providing another transportation alternative for South Florida's commuters and leisure travelers. As part of the South Florida Regional Transportation Authority, Tri-Rail connects Hollywood with Miami to the south and Downtown West Palm Beach to the north. Convenient bus connections are provided from all Tri-Rail stations. The three major South Florida airports are accessible via train and connecting buses.

HOLLYWOOD, FLORIDA

Warm & Welcoming



Hollywood is a warm and welcoming Florida beach destination with a natural allure, major attractions and diverse activities including year-round festivals and events. Only minutes from Miami International Airport and Fort Lauderdale-Hollywood International Airport, Hollywood is also home to Port Everglades.



Hollywood Fast Facts

- Number of Hollywood Hotels: 153
- Number of Hotels on Hollywood Beach: 92
- Number of Hotel Rooms in Hollywood: 5,195
- Number of Waterfront Restaurants: 40
- Number of Downtown Restaurants: 70
- Beach: 6 Miles
- Auto Free Oceanfront Broadwalk: 2.5 miles
- Hollywood Parks: Over 2,000 acres of parkland with 60 parks/15 of which are waterfront
- Average Year-Round Temperature: 76° F



Request a vacation planner online at VisitHollywoodFL.org or call 877-672-2468

visit **HollywoodFL.org**
Where You Want to Beach

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HOLLYWOOD, FLORIDA

Warm & Welcoming



Where You Want to Beach

Hollywood has something for everyone! From charming bed and breakfasts to world class resorts, from quaint sidewalk cafés to elegant waterfront dining—Hollywood can suit every taste, lifestyle and budget. Visit Hollywood and relax on the beach, enjoy water sports, try your luck at a casino, kayak through mangrove forests or dance the night away. Hollywood: it's where you want to beach!

Downtown Hollywood

- Eclectic mix of fine dining, international cuisine, sidewalk cafés
- Nightlife, featuring live music and world renowned DJs to suit any taste
- Arts, culture, dancing, special events, and entertainment
- Interior-furnishing designs and retail
- Art galleries showcasing the best in local and international works
- Wide variety of collectibles, gifts, accessories, and contemporary treasures
- Quaint boutique setting with pedestrian friendly atmosphere

Hollywood Beach

- Florida's only oceanfront Boardwalk
- Six miles of "Blue Wave" certified clean beaches
- Diverse restaurants, shops, activities, just barefoot steps away from the sand
- Wide range of activities for an action packed vacation or relaxing getaway
- Superior Small Lodgings and AAA rated lodgings offer comfort and quality services
- Full-service and brand name accommodations like the Hollywood Beach Marriott
- World-class luxury resort such as the Westin Diplomat Resort, Spa and convention center with 209,000 square feet of flexible meeting space

Eco-Adventure & Cultural Heritage

- Over 20 nature-parks, 1,500 acres of mangrove forests and marshes
- Enjoy biking, hiking, kayaking, or many other nature based activities
- Seminole cultural tours, historical museums, airboat rides, and more
- Seminole Hard Rock Hotel with a 24-hour casino and over 600 pieces of rock & roll memorabilia
- Seminole Paradise Village, a 350,000 foot entertainment complex featuring exciting restaurants, nightclubs, and retail stores

Office of Tourism

- Visitor's center
- Personalized service to meeting planners and travel agents
- FAM and media tours
- Press releases & photography

For additional information on dining, attractions, and hotels please call 877-672-2468 or visit www.VisitHollywoodFL.org

HOLLYWOOD, FLORIDA

Community Redevelopment Agency
Beach District



HOLLYWOOD BEACH OVERVIEW

	0-5 Miles	5-10 Miles
Population:	178,262	646,916
Households:	83,894	241,870
Avg. Household Size:	2.10	2.63
Median Age:	37	

Traffic Counts (State Rd A1A):
25,000 ADT

- 10 minutes to I-95
- 15 minutes to Fort Lauderdale/Hollywood International Airport
- 10 minutes to Port Everglades

Hollywood Beach is a Wi-Fi Hot Spot

Private Development Projects

Hollywood Beach is attracting luxury private development projects from condominium projects like Trump Hollywood and the Diplomat Oceanfront Residences to luxury hotels like the Marriott Hollywood Beach, Westin Diplomat Resort and Spa and soon-to-come Marriott Ocean Village Resort, which will feature shops, restaurants and a conference center.

- A** VILLAS OF POSITANO
62 luxury residential units & a marina, retail & restaurants. Complete
 - B** MARRIOTT HOLLYWOOD BEACH
229-room boutique-style resort and spa. Complete
 - C** HOLLYWOOD GRANDE
Five-star luxury 200-room condo-hotel with parking garage. Under construction
 - D** HOLLYWOOD BEACH HOTEL
Prime redevelopment opportunity of an historic structure. Currently a 200-room hotel/mixed-use property with an 800+ space parking garage.
 - E** TRUMP HOLLYWOOD
200+ luxury residential units. Under construction
 - F** OCEAN PALMS
240 luxury residential units. Complete
 - G** DIPLOMAT OCEANFRONT RESIDENCES
135 luxury residential units. Complete
 - H** WESTIN DIPLOMAT RESORT & SPA
998-room hotel & convention center. Complete
 - I** DIPLOMAT LANDINGS SHOPS, RESTAURANTS & MARINA
Retail shops & restaurants.
- NOT PICTURED ON MAP:
CROWNE PLAZA HOLLYWOOD BEACH 220 room hotel
SIAN II-SATORI: 49 Luxury residential units. Under review

Opportunities & Programs

PROPERTY IMPROVEMENT PROGRAM - The Property Improvement Program (PIP) provides for the use of tax increment funds to leverage private investment for general exterior/interior on-site improvements to structures. The intent of this program is to encourage property and business owners to restore, renovate or improve their buildings and/or property.

HOTEL IMPROVEMENT PROGRAM - The Hotel Improvement Program (HIP) provides for the use of tax increment funds to induce private investment that results in quality improvements and enhancements to small lodging business-use properties located in the Beach District of the CRA. The HIP aims to elevate the standard of small lodging properties in the Beach District of the CRA through a quality assurance program designed to enhance and preserve the character and scale of Hollywood Beach.

A New Era of Opportunity



Garfield Street Parking Garage, Recreation and Community Complex



Charnow Park Redesign & Renovation

Hollywood Beach is a sought-after destination for investors and visitors. The Hollywood Community Redevelopment Agency-Beach District is in midst of the most ambitious coastal redevelopment initiative in the State of Florida with more than \$120 million in public improvements and several private development projects in the works. Ideally located in the heart of South Florida, this unique coastal community offers Old Florida charm along with a variety of lodging, dining, shopping and entertainment options.

Presently, the beach CRA efforts are focused on beautifying, restoring and adding amenities to Hollywood Beach while maintaining and preserving its unique character and pedestrian friendly atmosphere.

Public Improvement Projects

BROADWALK BEAUTIFICATION PROJECT - A complete makeover of the oceanfront Broadwalk, a 30-foot-wide, 2.5-mile promenade. Improvements include a low decorative wall, tabby concrete bike path, crushed-shell jogging path, smooth brick-lined pedestrian area, historically-themed lighting fixtures and palm tree clusters.

CHARNOW PARK - A complete renovation featuring new amenities including an interactive fountain, landscaping, playground, picnic and entertainment pavilions.

GARFIELD STREET PARKING GARAGE, RECREATION AND COMMUNITY COMPLEX A new two-story community center featuring a large banquet hall, observation deck, refurbished paddle ball courts and public parking for 400 vehicles.

UNDERGROUND UTILITY CONVERSION - The underground conversion of utility lines is planned for a 52-block area of the beach. Construction of the first six-block pilot project area is underway.

STREET END IMPROVEMENTS - Street end improvements to a 40 block area will include the creation of gateways, landscaped plazas and vista points, with water features, sculptures and/or central focal points. Construction of the first six-block pilot project area is underway.

WATER /SEWER UPGRADES - Water/Sewer lines along Surf Road and the east-west streets are being replaced along a 52-block area. The Project includes new 8-inch diameter PVC pipe, pre-cast concrete manholes, additional fire hydrants and a new water main twice the current size.

HOLLYWOOD BOULEVARD BRIDGE PROJECT - Features a new control tower to complement the overall beach design motif and safety enhancements for pedestrian, bicycle and vehicular traffic.

HOLLYWOOD, FLORIDA

Business Development & International Trade



Business Climate

The City of Hollywood is home to more than ten-thousand businesses, a number that is steadily increasing. Hollywood's strategic location, qualified workforce, increase in workforce housing, proactive business environment and excellent schools are among the many reasons businesses start-up, expand and relocate to our coastal community.

The diversity of Hollywood's businesses is a rich reflection of the community at large. These businesses cover a range of industries from retail to manufacturing. Hollywood is focused on developing and recruiting businesses in the key areas of tourism, life sciences, technology, manufacturing, creative industries, finance and marine aviation.

Hollywood has a sound infrastructure for businesses to build on. The City is a regional provider of municipal services and invests millions of dollars each year into projects to maintain the highest efficiencies. Hollywood's water and waste management systems are state-of-the-art ensuring high quality, reliable service.

Small and Minority Business Development

The City of Hollywood recognizes the important economic and social contributions of businesses in our City. The "Local Minority Business Enterprise and Local Small Business Enterprise Program" ensures the City and its contractors create business opportunities for Hollywood-based companies helping small and minority-owned businesses thrive and grow.

Program participants receive free training and access to valuable business resources. Their business information becomes part of an easy-to-access Internet Directory. The directory is used by the City's contractors and employees to find local businesses to supply needed goods and services.

International Trade

Location is critical for any business to be successful in the global marketplace and Hollywood's location has it all. Ideally located between Fort Lauderdale and Miami, adjacent to Fort Lauderdale-Hollywood International Airport and with most of Port Everglades within its borders, Hollywood offers easy accessibility by air, sea or land. Miami International Airport and the Port of Miami are less than twenty-five miles away, providing further opportunities for Hollywood's business community to access international markets. Hollywood's strategic location positions it as a premier destination to relocate your corporate office, form a joint venture and or make direct investments.

Hollywood's business community and City leaders regularly participate in regional inbound and outbound missions promoting international trade through direct investments, joint ventures and one-to-one business opportunities.

Whether you conduct business in an office, on Hollywood's sunny beaches, or at a sidewalk café in the heart of downtown, you will fall in love with Hollywood, where doing business is "Like Nowhere Else."

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HOLLYWOOD, FLORIDA

Business Development & International Trade

Qualified Workforce

The City of Hollywood is served by a number of post-secondary educational institutions including Florida Atlantic University, Florida International University, the University of Miami and Nova Southeastern University. Residents also have access to a number of smaller private universities and colleges and an excellent community college system.

BUSINESS INCENTIVES

HUBZone Empowerment Contracting Program

The HUBzone Empowerment Contracting program provides federal contracting opportunities for qualified small businesses located in distressed areas. This program is administered by the Small Business Administration. For eligibility requirements or information about the HUBZone Empowerment Contracting program, visit www.sba.gov/hubzone.

Qualified Target Industry Tax Refund (QTI)

The City of Hollywood participates in the Qualified Target Industry Tax Refund incentive, which is available to companies that create high wage jobs in targeted high value-added industries. For more information about QTI visit www.eflorida.com.

High Impact Performance Incentive Grant (HIPI)

The High Impact Performance Incentive is a negotiated grant used to attract and grow major high impact facilities in Florida. Grants are provided to pre-approved applicants in certain high-impact sectors designated by the Governor's Office of Tourism, Trade and Economic Development (OTTED). For more information about the High Impact Performance Incentive Grant (HIPI) visit www.eflorida.com.

Qualified Defense Contractor Tax Refund (QDC)

Florida is committed to preserving and growing its high technology employment base by giving Florida defense contractors tax refunds of up to \$5,000 per job created by consolidating defense

contracts, acquiring new contracts or converting to civilian production. For more information about the Qualified Defense Contractor Tax Refund visit www.eflorida.com. For additional information on business incentives visit www.hollywoodfl.org/economic_dev.

Capital Investment Tax Credit (CITC)

The Capital Investment Tax Credit is used to assist capital intensive industries in Florida. It is an annual credit, provided for up to twenty years, against the corporate income tax. Eligible projects are those in designated high-impact portions of the following sectors: biomedical technology, financial services, information technology, silicon technology and transportation equipment manufacturing. For more information about the Capital Investment Tax Credit (CITC) visit www.eflorida.com.

WORKFORCE TRAINING INCENTIVES

Quick Response Training (QRT)

Quick Response Training is a customer-driven training program designed to assist new value-added businesses and provide existing Florida businesses the necessary training for expansion. A local training provider—community college, area technical center or university—is available to assist with application and program development or delivery. This program is customized, flexible and responsive to individual company needs. Workforce Florida, Inc. is Florida's innovative private-public partnership for competitive workforce incentives. For additional information on this program, visit www.workforceflorida.com.

Incumbent Worker Training (IWT)

Incumbent Worker Training provides training to currently employed workers to keep Florida's workforce competitive in a global economy and to retain existing businesses. The program is available to all Florida businesses that have been in operation for at least one year prior to application and need training for existing employees. For additional information on the IWT program, visit www.workforceflorida.com.