

# 2006 Florida Cities of Excellence Awards Program ▶ Nomination Form

**Category** (Please check one) See Award Criteria for more information. Please print or type. One nomination per page.

**FLORIDA CITY OF EXCELLENCE AWARD**

Name of Municipality Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY SPIRIT AWARD**

Name of Municipality Nominated \_\_\_\_\_  
Nominated Project \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**MAYOR OF THE YEAR**

Name of Individual Nominated Mara S. Giuliani  
Nominated by City of Hollywood  
(Name of City/Town/Village)

**COUNCIL MEMBER OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY EMPLOYEE OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Title \_\_\_\_\_ Department \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY MANAGER OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY CLERK OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY ATTORNEY OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY FINANCE OFFICIAL (DIRECTOR OR OFFICER) OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

**CITY CITIZEN OF THE YEAR**

Name of Individual Nominated \_\_\_\_\_  
Nominated by \_\_\_\_\_  
(Name of City/Town/Village)

# Person Completing Nomination Form

Please print or type.

Name Alison D. Hibbert  
Title Public Relations & Information Manager  
Government City of Hollywood  
Address 2600 Hollywood Blvd. Rm # 212 P.O. Box 229045 Hollywood, FL  
Telephone Number (954)921-3397 Fax (954)921-3268 33022-9045  
E-mail Address ahibbert@hollywoodfl.org

## Nomination Certification

This nomination has been voted on and approved by a majority of the city council/commission.

Signed *Patricia Alamy*  
City Clerk

The judges will use the narrative and supportive information to select the award winners. Nominators/nominees are asked not to contact the judges directly.

## Narrative

In the narrative, please be clear and concise, using the Award Criteria to support the selection of your nominee. Please type (or print in black ink), up to 1,200 words, double-spaced on white 8-1/2" x 11" paper.

## Supportive Information

Up to 10 pages of supportive information (newspaper clippings, photographs, letters from constituents, etc.), on 8-1/2" x 11" paper (single-sided) may be provided. Please do not include videotapes, DVDs, CDs or Power-Point presentations.

Submit nominations by **August 18, 2006:**

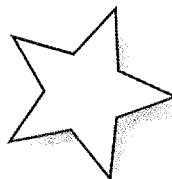
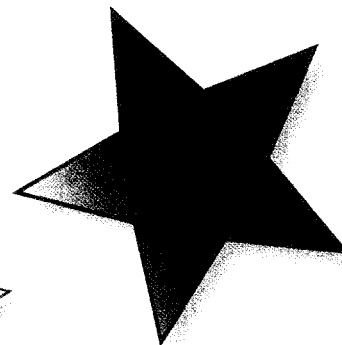
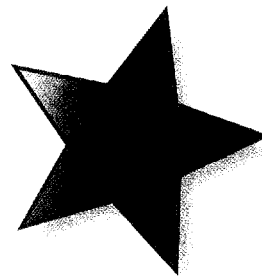
Florida League of Cities, Inc.

Attn: Florida Cities of Excellence

301 S. Bronough Street, Suite 300 (32301)

P.O. Box 1757

Tallahassee, FL 32302-1757



**Florida Cities of Excellence Awards  
Mayor of the Year**

**Nominee: Mara S. Giuliani, Mayor  
City of Hollywood, Florida**

The City of Hollywood is home to Florida's only oceanfront Boardwalk, a 30-foot-wide, 2.5 mile promenade where no traffic can come between beachgoers and the calming and inviting waters of the Atlantic Ocean. For more than 80 years, the Boardwalk has been Hollywood's most popular destination to congregate. With the success of Hollywood dependent on tourism – its number one industry – and with the Boardwalk being its biggest beach asset, the continual "draw" of the Boardwalk was seen by the Mayor as vital to the well-being of her community and its residents. Without her focused leadership, this asset might have turned into a liability.

The Boardwalk, located within the Hollywood Beach Community Redevelopment Agency area (CRA), is undergoing a \$14 million makeover that includes subtle multicolored concrete pavers in the pedestrian area, a low decorative wall separating the Boardwalk from the sand, palm tree clusters, and handicapped-accessible showers at every street end. Other projects in the Beach redevelopment plan include street-end plazas, a hotel on leased public land, two parking garages, a renovated park, a community center, and new beach crossovers, benches, waste receptacles and signage.

The CRA, with the Mayor as Chairperson, is leading the way to create a dynamic beach community in which to invest, live, work and play. Hollywood Beach is in the midst of the

most ambitious coastal redevelopment in the State of Florida, with more than \$120 million in public improvements and multi-million dollar private development projects already in the works.

After years of planning, the Broadwalk project broke ground in 2005. This massive renaissance on Hollywood Beach is credited to Mayor Mara S. Giuliani, whose leadership, insight, and knowledge has led to successful negotiations and the beautification and restoration of Hollywood Beach while maintaining and preserving its unique character and pedestrian-friendly atmosphere.

### **Initiative**

At the helm of both the City of Hollywood and the Hollywood Beach CRA, Mayor Giuliani works tirelessly in the best interest of the City's residents, business owners and visitors. In her 2002 State of the City Address, Mayor Giuliani stated that almost half of Hollywood's waterfront property is off the tax roll and "it is vital that what we have left must bring an appropriate return to the City. Through public improvements to the Broadwalk, lighting, recreational facilities and landscaping, and through private improvements such as property upgrades and appropriate, first-class redevelopment projects, we can create a beach that will be pleasurable for the residents who live there and will also be the vital magnet we need to draw residents and tourists, alike to our beach."

In the 1990's Mayor Giuliani urged the City Commission to create a redevelopment area covering Hollywood's central and south beach areas. When the former City Manager recommended that the CRA boundary be placed at the northern property line of the Diplomat Hotel, the Mayor successfully urged the City Commission to place the CRA boundary at the south property line, placing it within the CRA. She recognized that the redevelopment of that property would be both a catalyst for quality redevelopment, as well as a major source of funds for the tax increment fund, to accomplish the necessary makeover of central, as well as south, beach. When the Diplomat was redeveloped into the Westin Diplomat Resort and Spa, her prediction came true.

Mayor Giuliani's initiative to create a beach CRA and to revitalize the central beach and Broadwalk, as presented in her 2002 State of the City speech, have led to the rebirth of Hollywood Beach. She has been involved with the Broadwalk Improvement Project since its inception, participating in every public meeting to gather input from residents at the beach, as well as citywide; leading telephone conference calls with legislators and Florida D.E.P. officials in Tallahassee to facilitate and expedite the permit approval process; and meeting with City and CRA staff to determine the most appropriate, pedestrian-friendly, easily maintained construction materials to use on the Broadwalk.

Over the last several years, she has successfully sought City Commission support, as well as the City Manager's, to place strict height restrictions on all properties that abut the Broadwalk, as well as properties on central beach and the northern segment of south beach.

## **Integrity**

First elected as Mayor of the City of Hollywood in March 1986, Mayor Giuliani exemplifies high moral standards and an impeccable reputation for being honest and true to herself, her City, and her constituents. Her leadership has transformed the City of Hollywood into a place "like nowhere else."

## **Vision**

Mayor Giuliani's vision and leadership helped to initiate the Beach CRA and to shape the Broadwalk into a modern-day hotspot, adding charm while preserving its low-rise character and natural setting. The ensuing public investment has spawned private reinvestment of \$400 million and increased the taxable value of the beach from \$545,869,700 in 1997 to \$1,365,436,080 in 2006.

## **Innovation**

It was Mayor Giuliani's foresight that led to innovative improvements on the Broadwalk, including the paver blocks. She suggested using muted multicolor pavers for timeless beauty and easy maintenance. Being both Mayor and CRA Chair, she saw the conflicts arising between code enforcement officers and sidewalk café owners whose tables and chairs encroached onto the pedestrian area. So, she came up with a way to solve the problem, suggesting that a yellow-colored paver be used to demarcate the end of the café table area. In her 18 years of service, dozens of such examples exist.

## **Leadership**

First elected as Mayor of the City of Hollywood in March 1986, Mayor Giuliani exemplifies the qualities of an outstanding leader, respectable role model and effective mentor to many including two State Representatives. She has been recognized as one of the most dynamic leaders of redevelopment in the State of Florida and has received countless awards and recognition including being inducted into the Broward County Women's Hall of Fame and being included in every issue of Who's Who in America since 1987.

She served on an NLC Steering Committee for more than a decade and the FLC Board of Directors for 18 years.

During her first race for mayor, she expressed a commitment to improving central beach by maintaining its character while enhancing its appeal to attract more middle class vacationers. She also spearheaded downtown redevelopment, which had been begun by the previous City Commission but had languished.

The Mayor has had a commitment not only to the City's physical improvement, but for improvement to the lives of its residents, especially its youngest ones. These initiatives include the establishment of the Marti Huizenga unit of the Boys and Girls Club and the Police Athletic League, as well as a host of other programs.

## **Commitment**

Mayor Giuliani's commitment to the City of Hollywood is undeniably second to none. She has devoted countless hours to redevelopment issues which are vital to Hollywood's future. A Hollywood resident for more than 30 years, Mayor Giuliani has committed more than 18 years of her life to the City, while maintaining an enviable personal life, which includes a 40-year marriage, two sons and four grandchildren.