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Award-Winning Skateboard Store Relocating to Downtown Hollywood

HOLLYWOOD, FL – August 22, 2008, Neighborhood Skateboard Shop, an award-winning specialty store, is moving to a new neighborhood in the heart of Downtown Hollywood.

Neighborhood Skateboard Shop will open its doors to the area's growing skateboarding community on Wed., Aug. 27 at 2029 Harrison St. Voted the 2008 Best Skateboard Shop in Fort Lauderdale by New Times, Neighborhood Skateboard Shop will bring with it a strong customer base of predominantly South Broward residents who have been making the trip to Lauderhill since the store opened there three years ago.

Loyal customers have been known to "line up outside our store" for exclusive product lines, said Paul Lappin, an avid skateboarder and former pro snowboarder who owns Neighborhood Skateboard Shop with his wife Bonnie Albright. The couple have seen the sport evolve into a multibillion-dollar industry that, with some 10 million enthusiasts in the U.S. alone, has become a more popular American pastime than baseball.

In addition to private lessons and expert advice from the friendly, knowledgeable staff, Neighborhood Skateboard Shop offers an extensive selection of products for both novices and established professionals – including complete skateboard packages, decks, trucks, wheels, bearings and tools – and will even feature an in-store quarter pipe and a bike ramp.

The shop also carries sunglasses, watches, high-end jeans, T-shirts and about 200 different styles of footwear, including high-fashion skateboard shoes. Among the many popular brands are Nike, DC Shoes, Vans, Lakai, Es, Obey Clothing and DVS.

Lappin said the focus on a "fun, homegrown retail experience" is what sets Neighborhood Skateboard Shop apart from the competition. He said the store also enjoys a visible presence in the community through the art shows it hosts several times a year and from the "huge skateboard family" that promotes the shop at skateboard shows.

"We think we can bring tons and tons of customers to Downtown Hollywood," Lappin said.

Making the move to Downtown Hollywood was an "easy decision," he added, especially given its retail-friendly atmosphere.

"We are excited about the whole Downtown Hollywood experience," Lappin said. "There are a lot of good things going on there."

Leasing agent Cristina Moinelo, who represents the store's new location and several other properties in Downtown Hollywood, said she has seen increased interest there from both new businesses and established ones looking for a new home.

Business owners are taking notice of the attention from prominent national retailers such as Starbucks and Kilwin's, as well as "all the renovations that they've seen Downtown," Moinelo said. "They think this is the place to be."

Neighborhood Skateboard Shop opens for business on Wed., Aug. 27 at 2029 Harrison St., Bay 4, in the heart of Hollywood's vibrant Downtown District. Hours are 11 a.m. to 8 p.m. Monday through Thursday, 11 a.m. to 9 p.m. Friday and Saturday, and noon to 6 p.m. Sunday. For more information, call (954) 578-0403 or visit www.neighborhoodsk8.com.

The Hollywood Community Redevelopment Agency (CRA) was created under the authority of Florida's Community Redevelopment Act of 1969. The CRA's mission is to encourage economic development through the use of tax increment financing by funding development, special projects and enhanced services that address areas of community concern. The Downtown District was established in 1979 to promote Hollywood's central business district including Historic Hollywood Boulevard, Young Circle and nearby residential neighborhoods. 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.