

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, SEPTEMBER 27, 2016 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman Salvino called the meeting to order at 6:00 p.m.

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Albert C. Jones
Board Members:	Chickie Brandimarte
	Paul Fetscher
	Bobbie H. Grace
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no citizen comments at this meeting.

3. Administrative Reports

Director Bach updated the Board that a detailed work plan will be presented at the October meeting. She noted the September 22nd Business Luncheon had 30 participants and on October 15 at the PATCH, there will be a Pumpkin Patch. She spoke of the HCZ partnership that will result in the YMCA donating \$5,000.00 in fitness and physical education equipment for Dania Beach children. She also noted she is meeting with Broward County staff this week to tour several completed projects for forgiveness of the loan to grant program.

4. Presentations

4.1 Dania Beach CRA Strategic Marketing Work Plan FY 2016/2017

Sara Blake, Marketing Coordinator, RMA, presented the FY 15/16 Marketing Overview & Accomplishments and the Strategic Marketing Work Plan for FY 16/17, which is attached to and incorporated into these minutes.

Vice-Chairman Jones would like to see more marketing toward business, and more opportunities for people to come in for development. We need to do more advertising to attract business to

Dania Beach. Lastly, we need to keep a scorecard of what is working and not working as he likes to see results.

Board Member Grace commented on the young lady coming on board from Love Nation, and said she is likely the right person to help us move forward with the cookbook. She wants to focus on businesses that are already here; it is important that we have workshops with them to entice them to be partners with the City.

Board Member Brandimarte wants us to reach out to the owners of the downtown properties, not only the managers.

Director Bach noted the CRA has met with several owners, and a proposal will be brought to the Board in October or November.

Chairman Salvino does not think we are promoting our City as well as we could right now. He feels we need to expand, and questioned how we could do that. He does not want to miss opportunities.

Ms. Blake noted there are other services we could pay to expand our notices.

Chairman Salvino would like a report at the next meeting regarding who we are reaching and what kind of response we are getting back. Second, regarding downtown businesses, our zoning codes are restrictive and make it difficult to have a downtown district. The CRA needs to work with Community Development to allow certain conditions to open up downtown.

Director Bach responded that she and Community Development Director LaFerrier have been looking at the downtown codes as part of our overall master plan and will bring a report back to the Board. We do want to make this a shopper friendly downtown.

5. Consent Agenda

5.1 Minutes:
Approve Minutes of August 23, 2016 CRA Board Meeting

5.2 Travel Requests: None

5.3 RESOLUTION #2016-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE CRA FINANCING AND IMPLEMENTATION PLAN AND ADOPTING THE FINAL ESTIMATES OF REVENUE AND EXPENDITURES FOR THE FISCAL YEAR COMMENCING ON OCTOBER 1, 2016, AND ENDING ON SEPTEMBER 30, 2017; APPROPRIATING FUNDS AS MAY BE NEEDED OR DEEMED NECESSARY TO DEFRAY ALL EXPENDITURES AND LIABILITIES OF THE CRA FOR SUCH FISCAL YEAR; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION #2016-CRA-007

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE THE FIRST RENEWAL OF AN EXISTING AGREEMENT FOR AN ADDITIONAL ONE (1) YEAR PERIOD WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC ("RMA") TO PROVIDE ADMINISTRATIVE MANAGEMENT AND GENERAL AND MARKETING CONSULTING SERVICES IN AN AMOUNT NOT TO EXCEED TWO HUNDRED SIXTY THOUSAND DOLLARS (\$260,000.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.5 RESOLUTION #2016-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.6 RESOLUTION #2016-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH MOSKOWITZ, MANDELL, SALIM & SIMOWITZ, P.A. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.7 RESOLUTION #2016-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS, WITH GABOTON GROUP, LLC TO PROVIDE FEDERAL PUBLIC AFFAIRS AND LEGISLATIVE SERVICES, IN AN AMOUNT NOT TO EXCEED FORTY FIVE THOUSAND DOLLARS (\$45,000.00) EFFECTIVE OCTOBER 1, 2016 THROUGH SEPTEMBER 30, 2017; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda; seconded by Vice-Chairman Jones. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Chairman Salvino commended the CRA for working hard.

9. Adjournment

Chairman Salvino adjourned the meeting at 6:39 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



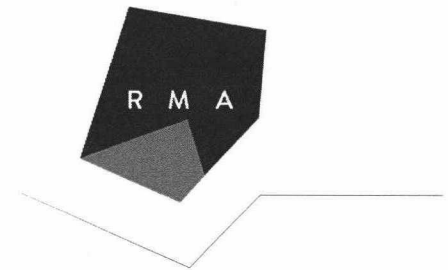
MARCO A. SALVINO, SR.
CHAIRMAN – CRA

Approved: October 10, 2016



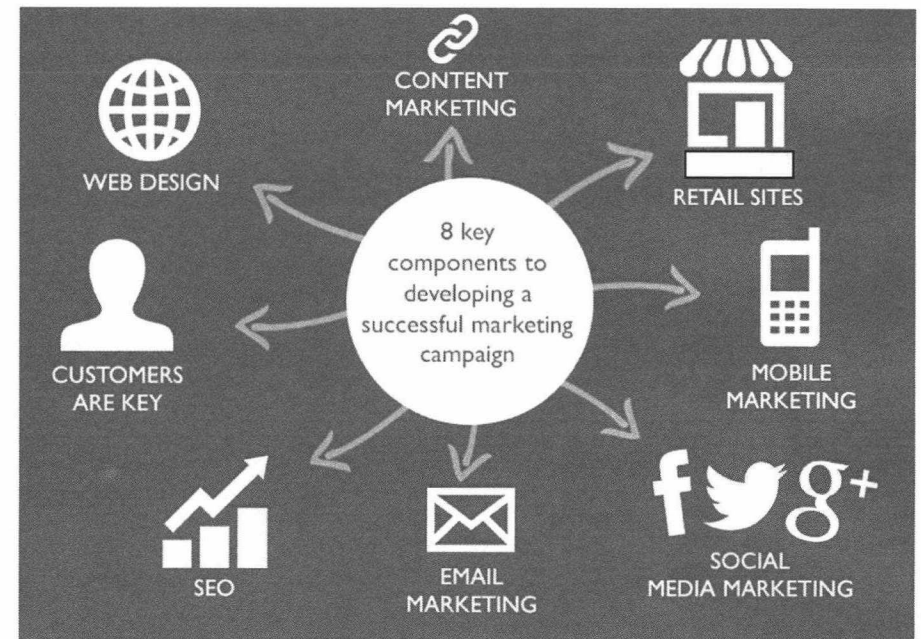
Dania Beach CRA

FY15/16 Marketing Plan Initiatives Overview
Proposed Marketing Plan for FY16/17



FY 15/16 Marketing Overview & Accomplishments

- Management of the CRA Brand/Message/Position
- Newsletters
- Business Attraction / Retention
- Neighborhood Ambassador Event Series
- 4th Annual Dania Beach Arts and Seafood Celebration
- The PATCH Urban Farm and Market
- New CRA Website



Management of the CRA Brand/Message/Position

DANIA BEACH OPPORTUNITY INNOVATION GROWTH



Chair Mark Sarnack Vice Chair Albert S. Jones Vice Chair Stephen Chisholm-Brogden Board Member Paul A. McArthur Board Member Renee L. Lass

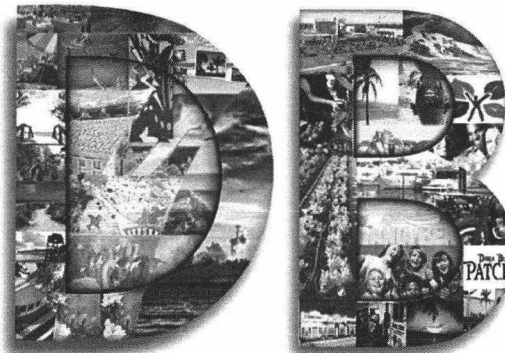
WHAT IS THE DANIA BEACH CRA?
The Dania Beach Community Redevelopment Agency's (CRA) activities are designed to solve the underlying problems of slum and blight conditions throughout the urban core and its neighborhoods through sound planning, sustainable development, infrastructure and economic development. These initiatives create a lively, vibrant, safe community and expand economic opportunity. The DBCRA is governed by a board comprising elected members of the City Commission.

OUR MISSION
"Dania Beach is committed to providing a unique small-town quality of living for all of its residents and guests. We do so by maintaining beautiful neighborhoods, and vibrant commercial centers throughout the City while being fiscally responsible and having a diverse population and business community."

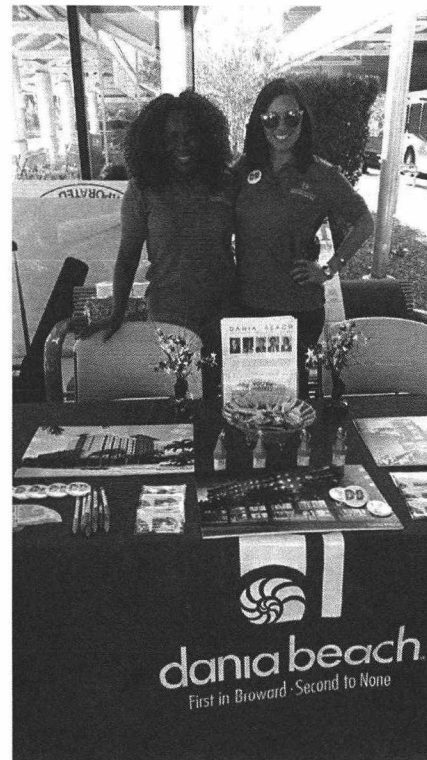
OUR HISTORY
The Dania Beach Community Redevelopment Agency was established in 2004 and reauthorized in 2008. Between 2004 and 2008, there was limited activity as the City sought to define the Agency. The Redevelopment Trust Fund was created in 2006, and in 2008, the agency was staffed and became operational.

OUR VISION & GOALS
With the vision of an energized city core, the CRA is achieving the goal of redevelopment by improving the environment for business and quality of life. Through comprehensive business attraction and retention strategies, public/private development partnerships, and a keen interest in the environment, Dania Beach is an ideal spot for sustainable growth, both personally and professionally.

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
www.daniebeachcra.org
DANIA BEACH CRA 954-924-6801
daniebeach



DANIA BEACH
OPPORTUNITY INNOVATION GROWTH



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Dania Beach CRA
Published by Renee Lass 7/1 August 24 at 7:30am

See #DaniaBeach from a different perspective!

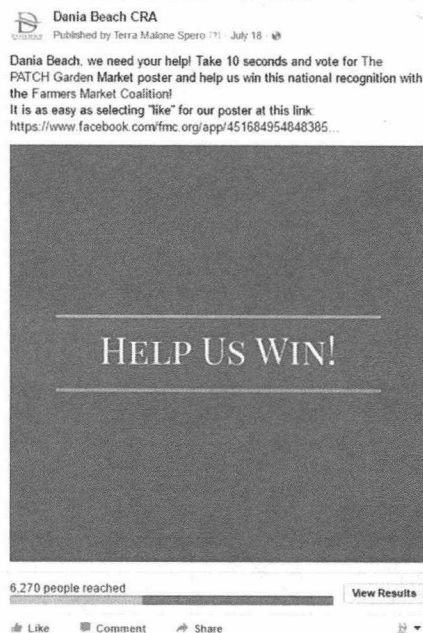


2,605 people reached

Boost Post

Management of the CRA Brand/Message/Position

- DB CRA social media maintenance and innovative campaign creations



Total Fans:

14,557

Weekly Page Views:

50

26%
increase
in total
fans

New Likes:

3,019

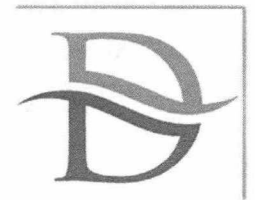
Annual Page Views:

2,600

Increase:

26%

41%
increase
in reach



William Piedrahita reviewed Dania Beach CRA — 4★

August 9, 2013 · 🌐

During the past 5 years, Dania Beach, has improved a lot, nice hotels, good food and nice people walking on the boardwalk. I love it.

👍 Like

💬 Comment

➦ Share

Management of the CRA Brand/Message/Position

**PRESS
RELEASES**



On average, 2
press releases are
written per month



PRESS RELEASE

City Of Dania Beach
100 W. Dania Beach Blvd | Dania Beach, FL 33004

15 – 20% open rate from local and state
media contacts and influencers

Google Alerts Inbox: Google Alert - dania beach community redevelopment agency - for [dania beach community redevelopment agency] === Dania Beach CRA takes

Google Alerts Inbox: Google Alert - dania beach CRA - for [dania beach CRA] === Dania Beach CRA takes Home 11 State Awards - Most in Florida Send2Press Newswire (pr

Google Alerts Inbox: Google Alert - The PATCH Urban farm and market - == Dania Beach CRA takes Home 11 State Awards - Most in Florida Send2Press Newswire (press re

Google Alerts Inbox: Google Alert - dania beach arts and seafood celebration - for [dania beach arts and seafood celebration] === Dania Beach CRA takes Home 11 St

Google Alerts Inbox: Google Alert - dania beach, FL - for [dania beach, FL] === Single Bedroom Near 35 Sw 4th St, Dania Beach, FL 35 Sw 4th St, Dania Beach, FL Your rent

Google Alerts Inbox: Google Alert - dania beach, FL - for [dania beach, FL] === Marketing Associate permanent position in Dania Beach, FL (BK) Job Title : Marketing Ass

FOR IMMEDIATE RELEASE:

The DBCRA Discusses a Master Plan for Downtown Dania Beach

Dania Beach - The Dania Beach Community Redevelopment Agency (DBCRA) will be hosting a Merchant Meeting on Thursday August 25th, from 6PM – 8PM in the Dania Beach City Hall Atrium located at 100 West Dania Beach Blvd. to discuss a master plan for Downtown Dania Beach.

The DBCRA has budgeted funds for key initiatives in Downtown Dania Beach for 2016-17. The DBCRA is seeking evaluation and input regarding:

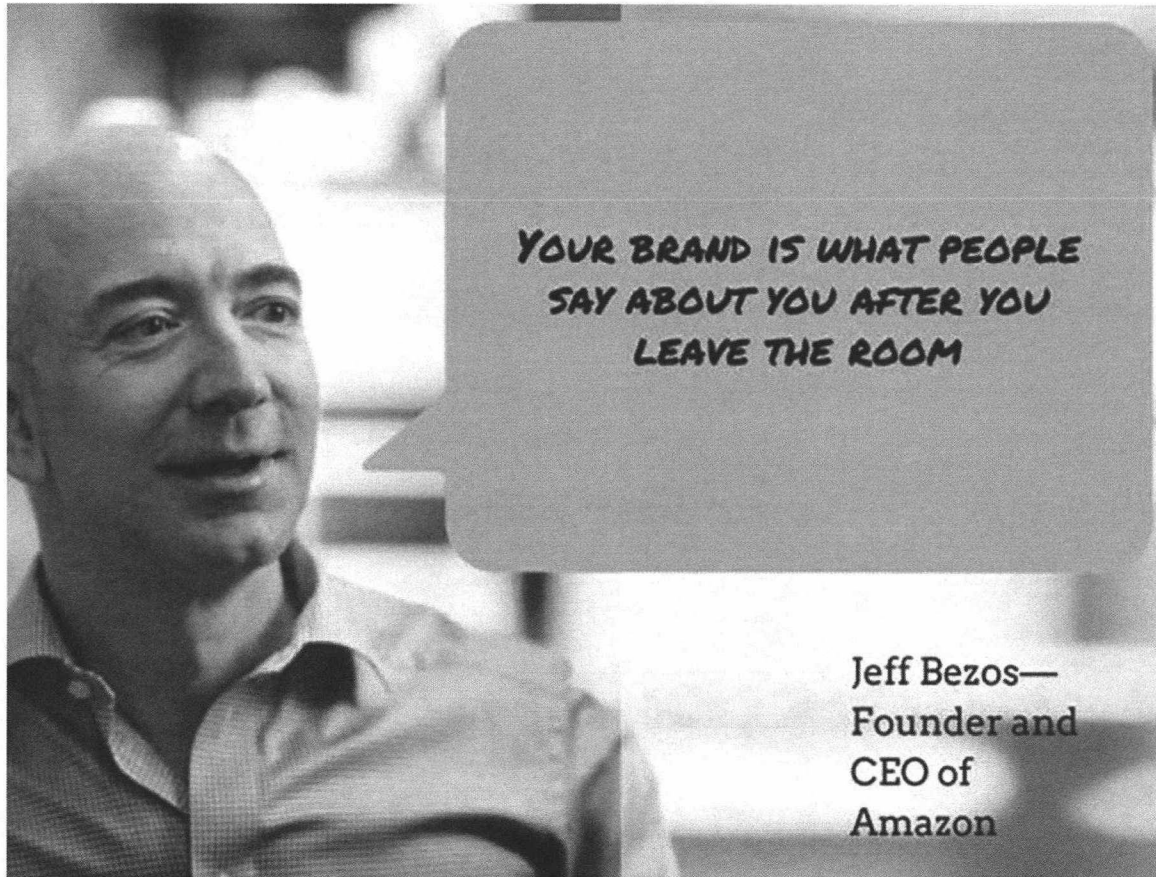
- Ways to upgrade building facades, especially along Federal Highway
- How to solve side street parking problems and accommodate bicycle paths, pedestrian crossways and safe walkways for children
- New perspective on downtown development including the planned city center request for proposals, FEC rail crossings and other developments.

"We are excited to put these initiatives into action and eager to hear from the community," states DBCRA Executive Director Rachel Bach.

Complimentary refreshments will be served. To RSVP contact Kisha Payen at kpayen@ci.dania-beach.fl.us. For more information, contact the CRA at 954-924-6801.

###

Management of the CRA Brand/Message/Position



Newsletters



• Dania Beach CRA Weekly News, Events & Happenings

Explore Dania Beach...

Tomorrow night Friday September 23rd @ 8PM, Josh Wolf & Heather McDonald are coming to [The Casino @ Dania Beach](#)! Head out for an evening of laughs with two hilarious comedians! Both are popular for their appearances on the TV show *Chelsea Lately* and their improv across the country. *Must be 21 or older.



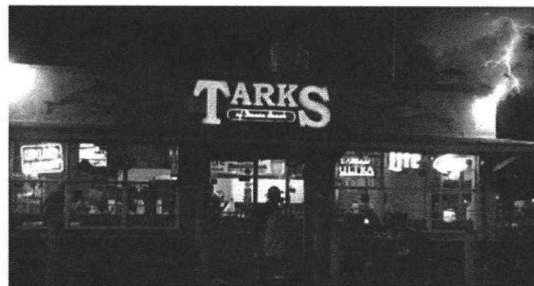
301 East Dania Beach Boulevard

Hot Off the Press

[Knight Arts Challenge names five Broward, Palm Beach finalists](#) – The Dania Beach Creative Arts Council plans to commission new murals to spruce up city neighborhoods.

Explore Dania Beach...

Come join one of the best happy hours in Dania Beach – at [Tarks](#)! Monday – Friday 4pm–6pm enjoy \$.50 wings and \$1.50 Bud or Bud Light. Not in the mood for wings? Try their large variety of seafood with the best prices in town.



1317 South Federal Highway

Meeting Notices

The next Dania Beach Community Redevelopment Agency will be held on Tuesday September 27th at 6:00PM in the Commission Chambers.



19.5% open rate

1,004 subscribers

Newsletters



• Monthly Business Insider

We Want Your Feedback!

The Dania Beach Community Redevelopment Agency is asking you to partner with us! Complete the following online survey and assist us in understanding your needs as part of the Dania Beach business community. We value your input and hope you take the time to participate!

 [START THE SURVEY NOW!](#)

113 subscribers

18% open rate

Business Resources

[Click here](#) to read 4 Fall Tax Tips for the Small Business Owner



Check out this free online iTunes course: [Branding, content, and social media](#) by Ohio State University Author [David Meerman Scott](#).



WED, AUG 3 6:00 PM

The Entrepreneurship Center: New Client Orientation

The Urban League of Broward County

Newsletters



• Monthly PATCH Urban Farm and Market Newsletter

SEE YOU TOMORROW!

Join us TOMORROW: Saturday, August 20 at the [PATCH Urban Farm and Market for a Back To School FREE special event!](#)

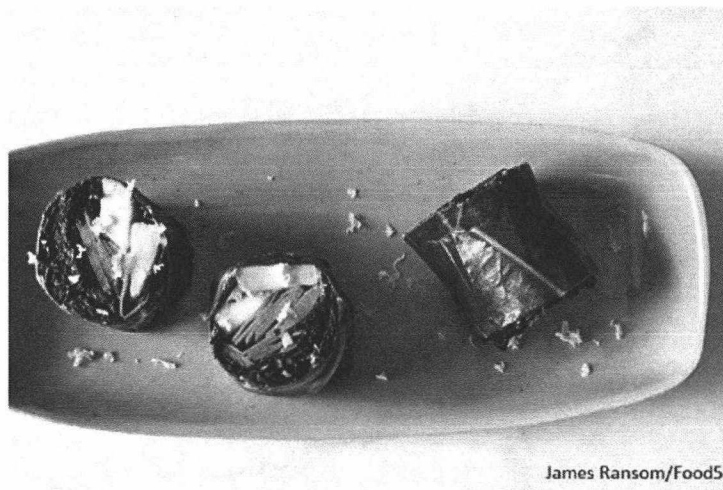
Uniform shirts will be provided to the first 50 children beginning at 10:45AM!!



486 subscribers

20.8% open rate

There are a ton of ways to cook and enjoy collard greens despite the popular belief that they have to be cooked down to achieve the right flavor. The [article](#) below has 13 unique recipes for the vitamin-rich leafy green (collard roll ups, anyone?!).



PATCH GROCERY LIST

Check out the PATCH NON-GMO fresh, local produce available this weekend. We also have organically-grown Florida produce for sale*:

Blueberries, Blackberry, Cucumber, Yellow onion, Cabbage, Brown rice, White rice, Spaghetti squash, Red beets, Yellow squash, Organic bananas, Butter lettuce, Zucchini, Butternut squash, Sweet potato, Yukon potato, Sauerkraut, Banana milk, White eggplant, Holy basil, Mint, Oregano, Rosemary, Okra, Collards, Jalapeño

*Additional produce and products always available

Okra is a staple in many Southern households and widely available in the United States, including right here at the PATCH! Check out this [article](#) on how to prep and cook Okra to enhance it's flavor and texture.



Business Attraction / Retention



Mayor's Relations
Breakfast – May 2016

ICSC Conf



August 2016

Business Attraction / Retention



Doing Business in Dania Beach

"The high level of opportunity and potential that exists in Dania Beach is a testament to the city's commitment to growth and innovation."

Vice President of Inv



The Place at Dania Beach Pictured Above... a \$30+ million mixed-use project on a half featuring 144 residential rental units with ground-floor space for restaurant and retail rooftop recreation facility, pool and fire-pit with some units available with a "back yard" located at 180 East Dania Beach Blvd. 33004 and is owned by AHS Development Group. Contact AHS at 905.255.5527 extension 307.



Dania Pointe Pictured Here... a \$200 million mixed-use commercial project featuring 2.5 million square feet of restaurant, big box retail, boutique hotel and residential space available on 100 acres of land east of I-95 and north of Shining Road. Dania Pointe is being developed by Master Development Partners and Kinco Realty Corporation.

DANIA BEACH CRA 160 West Dania Beach Boulevard Dania Beach, FL 33504
Phone: 954.924.6801 www.daniabeachcra.org



With over \$500 Million in investment currently underway, we invite you to explore the exciting possibilities in Dania Beach!



Natural Beauty & Pleasing Aesthetics

DISCOVER DANIA...

CALL TODAY: 954.924.6801

Diverse Business Climate & Expedited Permitting



EXPLORE

Meriton Hotel pictured above... located at 129 N. Federal Highway, expected to have 142 rooms of \$11.4 Million. It is owned by LLC.

Wyndham Garden above... located at 129 N. Federal Highway, expected to have 142 rooms of \$11.4 Million. It is owned by LLC.

Casino @ Dania Beach... complete includes a \$45 million entertainment facility, which will include gaming, restaurants, entertainment venue. The City's tourism and entertainment development could include components.

dania beach
Opportunity Innovation Growth



Natural Beauty & Pleasing Aesthetics



Rich in Arts, Culture & Social Offerings



Diverse Business Climate & Expedited Permitting

With over \$500 Million Dollars in investment currently underway, we invite you to explore the exciting possibilities in Dania Beach!

Discover Dania...

CALL TODAY: 954.924.6801

www.daniabeachcra.org
facebook.com/DaniaBeachCRA

dania beach
First in Broward - Second to None

Fort Lauderdale/Hollywood International Airport

Miami International Airport

Port Everglades Cruise Terminal

Tri-Rail Station

I-95

US-95

(pending ons)

2015 Trade Area Demographics

Population 62,703

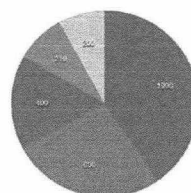
Median Age 42.6

28% Bachelor's Degree or Higher

Average Household Income \$59,400

The primary trade area includes Dania Beach and parts of Fort Lauderdale and Hollywood that are within a 10-minute drive from Dania Beach.

Dania Beach Top Employers



- CHEVY.com
- Hill & Company
- Casino at Dania Beach
- AMO Star Center
- Magic Leap

TOTAL 2015 VISITORS (includes International and Domestic)

INTERNATIONAL VISITORS

Canadian Visitors: 1,247,000

European Visitors: 422,000

Scandinavian Visitors: 257,000

Latin American Visitors: 976,000

United Kingdom Visitors: 211,000

Other Foreign Visitors: 299,000

TOTAL 2015 VISITOR EXPENDITURES

Domestic: \$11,052,463,000

International: \$3,145,618,000

Derived from 5% bed tax collected by area hotels.

AVERAGE HOTEL OCCUPANCY

TOTAL AIR PASSENGER ARRIVALS / DEPARTURES AT FORT LAUDERDALE / HOLLYWOOD INTERNATIONAL AIRPORT

DAILY AIRLINE ARRIVALS / DEPARTURES

SCHEDULED AIRLINES

[4]

CRUISE SHIPS SAILING FROM PORT EVERGLADES

CRUISE SHIP PASSENGERS

[4]

LADES VALUE OF ECONOMIC ACTIVITY (1,000)

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Business Attraction / Retention

YOU ARE INVITED

from the Dania Beach Community Redevelopment Agency

Annual Business Luncheon

THURSDAY
SEPT
22
2016

11:30 AM TO 2:00 PM
GALLERY OF AMAZING THINGS
481 SOUTH FEDERAL HIGHWAY
DANIA BEACH
FLORIDA, 33004

Why Companies Globally Competitive?

Keynote Speaker

Bob Swindell
Greater Fort Lauderdale Alliance

Dania Beach Advantage

Panel Discussion

Cima Georgevich
CEO, Redline Media Group

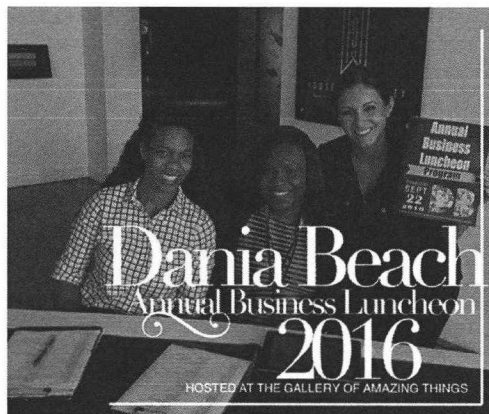
SEAT RESERVATIONS
VALET PARKING
& LUNCHEON \$15

DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY
100 W DANIA BEACH BLVD
DANIA BEACH | FL 33004

kindly
RSVP

BY SEPTEMBER 19 2016
DAN MURPHY
dmurphy@dania-beach.fl.us
or 954.924.6801

PAY WITH CREDIT CARD
OR CHECK AT THE DOOR



On behalf of the City of Dania Beach, I want to welcome you to our Annual Business Luncheon. Our purpose is to engage you, our growing and established business, in the rebirth of the City as a modern and strategic location for economic growth.

Today, Dania Beach is growing into a diverse marketplace thanks to our location as a transportation hub to the world. One of the most exciting projects on the horizon is the mega mixed-use development, Dania Pointe. The \$600 million dollar project will bring to the City residential and high-end retail, restaurants, hotel and approximately 80,000 square feet of Class A office space. Currently underway are three new hotel projects to add to the existing inventory of 3,000 hotel rooms. In addition, the City is seeing investment in its downtown with new residential and retail projects under construction and the recent \$44 million dollar renovation of the former Dania Jai-Alap which is now the Casino at Dania Beach, as well as the City's \$18.8 million dollar renovation of the beach.

The City has a lot to offer its business community in supporting your success and growth and whatever your needs, the City and CRA team are at your disposal. Please feel free to contact us at 954.924.4801.

Thank you for attending our 2016 Annual Business Luncheon!

Yours truly,

Rachel Soch

Rachel Soch, AICP
Executive Director
Dania Beach Community Redevelopment Agency (CRA)

PROGRAM

11:30 Refreshments

12:00 Luncheon

12:40 Opening Remarks:
Rachel Soch, Executive Director
Dania Beach Community
Redevelopment Agency (CRA)

12:45 Executive Panel Discussion:
Robert Shapiro, President
Master Development Inc.
Dania Pointe

Cima Georgevich
Chief Executive Officer
Redline Media Group

1:30 Keynote Speaker:
Bob Swindell, President and CEO
Greater Fort Lauderdale Alliance

1:30 Closing Remarks

Executive Panel Discussion The Dania Beach Advantage



Robert L. Shapiro is President of Master Development Inc. which, over the last 20 years, has been involved as a partner in many successful hotel developments and redevelopment. Since January 2015, Mr. Shapiro is partnering with City of Dania Beach, Executive Director Rachel Soch, in the process of planning and developing several hotel properties and mixed-use developments in South Florida. He and his team are part of the team that is planning the \$600 million dollar project, Dania Pointe, in the greater Fort Lauderdale area. Mr. Shapiro has been a member of the International Council of Shopping Centers, the Florida Redevelopment Association and the Florida Board of Realtors. In both 2013 and 2014, he was named as one of the Top 100 Power Leaders in Real Estate.



Cima Georgevich has over 20 years of experience developing and executing creative marketing and advertising campaigns for a variety of different industries ranging from technology, gaming and entertainment, to education, automotive and retail products. He has successfully launched full-scale television campaigns, incorporating multiple mediums, such as TV, radio, print, outdoor, social media, digital, print and experiential touch points. He has a deep understanding of the marketing and advertising industry, scientific principles relative to consumer behavior, and a passion for the data research to execution. His endless creative ideas drive to create solutions, customized to brands to positively impact consumers, driving greater market share, increased engagement, activation and ROI.

Robert Shapiro
Contact info:
305.491.5500
www.mastdev.net

Cima Georgevich
Contact info:
954.987.5400
www.redlinemedia.com

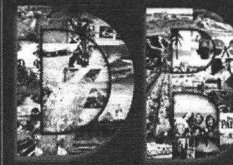
Keynote Speaker

What's Keeping South Florida Companies Globally Competitive?

Bob Swindell was named President and CEO of the Greater Fort Lauderdale Alliance in November 2009. He joined the Alliance as the Senior Vice President of Support Organizations in 2003. Bob and his team work hard

Annual Business Luncheon Program

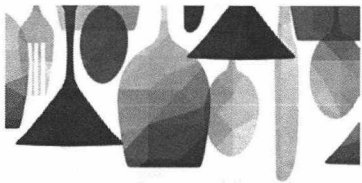
THURSDAY
SEPT
22
2016



Sponsored by The Dania Beach Community Redevelopment Agency

Neighborhood Ambassador Event Series

March 3rd – The Casino at Dania Beach – Over 150 attendees



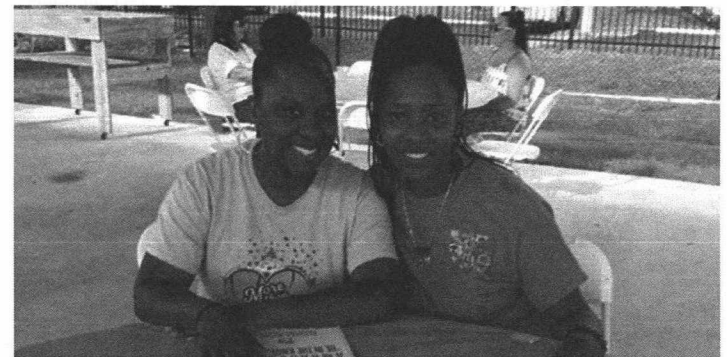
YOU'RE
Cordially invited
to join the **DBCRA**
FOR A SERIES OF
NEIGHBORHOOD
AMBASSADOR EVENTS!

FREE EVENTS | Cocktails & Hors D'Oeuvres
Neighborhoodly conversation



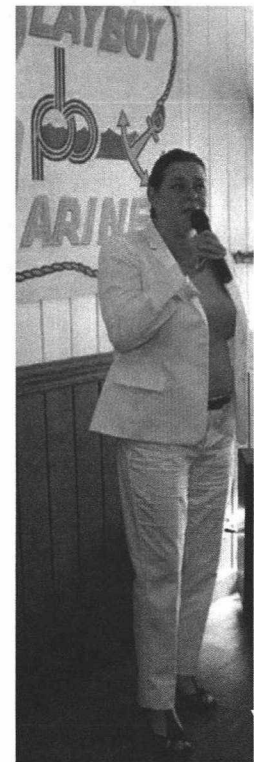
Neighborhood Ambassador Event Series

May 5th – The PATCH Urban Farm and Market



Neighborhood Ambassador Event Series

July 7th – Historic Dockers Restaurant – over 100 attendees



Neighborhood Ambassador Event Series

September 8th – The Holocaust Museum

JOIN THE DBCRA ON
THURS, SEPT 8TH
THE 4TH AMBASSADOR
EVENT OF THE YEAR

.....
You're invited to...

Come meet, mix and
make a difference!



HOLOCAUST MUSEUM
303 N FEDERAL HIGHWAY
FROM 6 - 8PM

FREE EVENT | Refreshments Served

RSVP by Tues, August 30 to Kisha Payen
954-924-6801 | kpayen@ci.dania-beach.fl.us

STAY TUNED FOR UPCOMING
2017 DATES AND LOCATIONS!!!

100 West Dania Beach Blvd.
Dania Beach, FL 33004

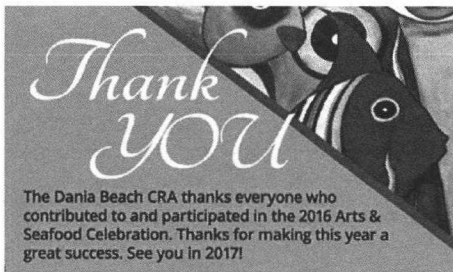
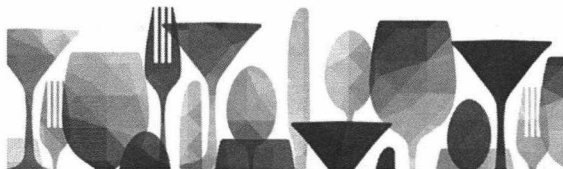


Neighborhood Ambassador Event Series

DANIA BEACH
NEIGHBORHOOD
AMBASSADOR
"BE IN THE KNOW GUIDE"



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



Get your hands dirty at the PATCH Urban Farm
For volunteer info: ThePatchGarden.com

Visit
daniabeachartsandseafoodcelebration.com
for 2017 volunteer info!

Contact the CRA for other volunteer
opportunities 954.924.6801

Important Information and Contacts:

Dania Beach Community Redevelopment Agency

100 West Dania Beach Blvd.

Dania Beach, FL 33004

954.924.6801

The PATCH Urban Farm and Market

www.thepatchgarden.com

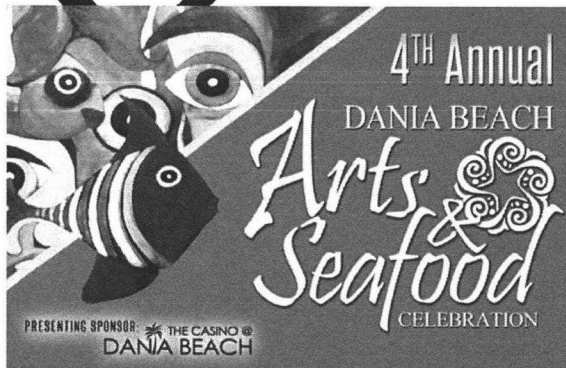
www.facebook.com/PATCHGarden

Dania Beach Arts and Seafood Celebration

www.daniabeachartsandseafoodcelebration.com

www.facebook.com/daniabeachartsandseafoodcelebration

4th Annual Dania Beach Arts and Seafood Celebration

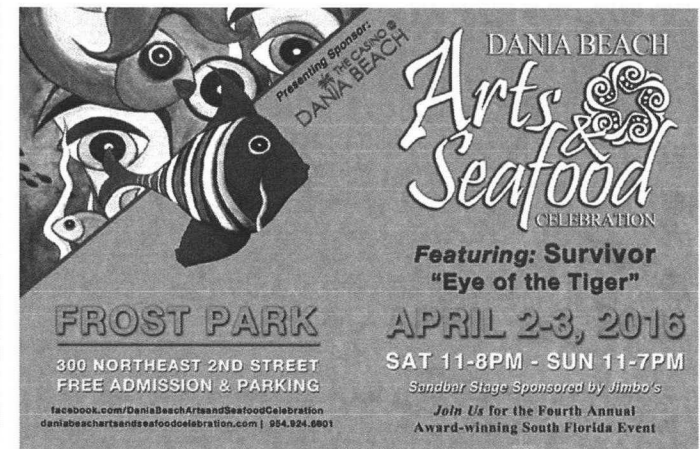
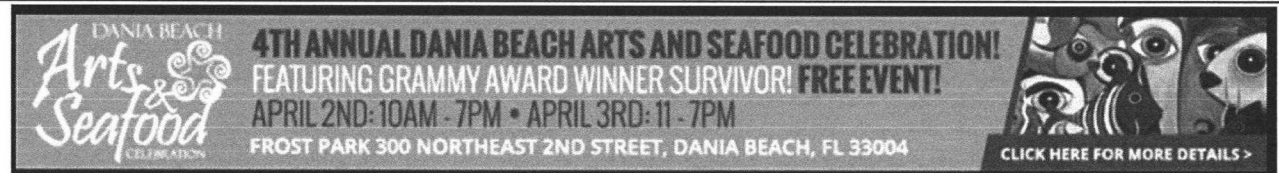


FREE ADMISSION & PARKING

Featuring Grammy Award Winner
★ ★ ★ SURVIVOR ★ ★ ★

APRIL 2-3, 2016 FROST PARK
SAT 11-8PM - SUN 11-7PM
300 NORTHEAST 2ND STREET
Purchase VIP Tickets on our website

DaniaBeachArtsandSeafoodCelebration.com | fb.com/DaniaBeachArtsandSeafoodCelebration
For more information: 954.924.6801 or 951.951.4443 | info@DaniaBeachArtsandSeafoodCelebration.com



4th Annual Dania Beach Arts and Seafood Celebration



1st –
PR/Media
Campaign



1st –
Comm.
Poster



1st –
FaceBook



2nd –
Sponsor
Program



3rd –
Tickets
and
Invitations



3rd –
Website



3rd –
T-Shirt



3rd –
Radio

8 Total Florida Festivals and Events Association Awards

The PATCH Urban Farm and Market



1st -
Volunteer
Program



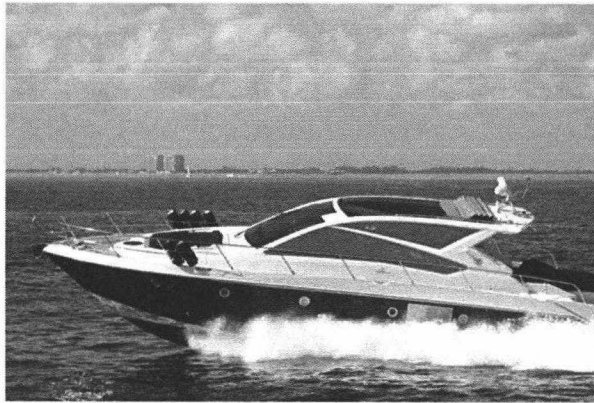
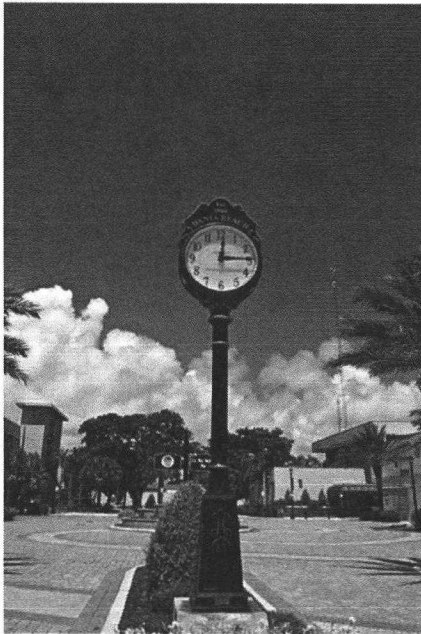
1st -
Outdoor
Advertisement



1st -
PR/Media
Campaign

3 1st Place Florida Festivals and Events Association Awards

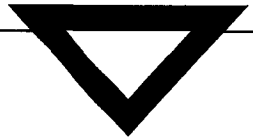
New CRA Website



So What's Next?

FY16/17 Marketing Work Plan

Identity / Branding



- Manage digital strategist
- Work with CRA Manager on Dania Beach CRA website and facilitate content updates.
- Weekly CRA staff meetings
- Branded promotional videos
- Review Google alerts daily and analyze Yelp and TripAdvisor posts
- New light pole banners in the downtown
- Downtown Master Plan

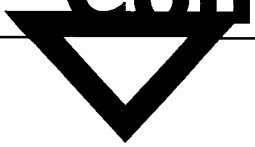
Total: \$7,000.00

Business Attraction, Retention & Communications



- Define target uses for the downtown district
- Work with the E.D. Manager in maintaining a comprehensive asset inventory spreadsheet
- Maintain communications with developers regarding status, marketing and business retention efforts.
- Update branded collateral
- Host a commercial broker banker / developer business attraction event
- Build upon existing business email database
- Continue a monthly branded business e-newsletter

Business Attraction, Retention & Communications



- Conduct a merchant survey of downtown businesses
- Continue to host quarterly downtown merchant and property owner meetings.
- Develop a program for existing businesses to cross-promote each other and/or participate in a co-op advertising campaign
- With the Economic Development Manager, create a "Guide to Doing Business in Dania Beach"

Total: \$12,000.00

Customer Base, Advertising & Events



- Build on existing resident email database
- Continue the Neighborhood Ambassador Program (Quarterly).
- Continue the weekly business-to-consumer e-newsletter
- Host a downtown Arts and Antique Walk to promote local businesses.
- With CRA Manager, facilitate the Dania Beach Arts and Seafood Celebration promotions and publicity.
- Manage the PATCH Urban Farm and Market promotions and publicity.

Total: \$7,500.00

Downtown Environment / Visual Appearance



- Use merchant meetings to continue to educate business and property owners about “good” display tactics for storefronts and windows
- Attend all Creative Arts Council (CAC) meetings
- Write and distribute press releases on all news-worthy projects and programs implemented by CAC.
- Capitalize on City Center progress via press releases and/or digital updates (newsletters/social media)

Total: \$0

Thank You for Your Time!

I look forward to another year of continued successes.

Business Attraction / Retention

INPUT NEEDED



The Broward County Planning Council is Completing "Highlighted Regional Issues and Strategies" sections of the Broward County Land Use Plan. Presenters Barbara Blake Boy and Henry Sniezek of the Planning Council succinctly describe the county's vision and strategies for the future. They have shown the materials and obtained feedback from more than 20 municipalities and 50 interested party groups.

Here is your opportunity to learn and offer opinions on:

- Multi-Modal Transportation
- Affordable Housing
- Targeted Redevelopment
- Renewed Partnership - Intergovernmental Coordination
- Climate Resiliency
- State of the Art Environmental
- Disaster Prevention & Post-Disaster

Join the Dania Beach CRA Quarterly Merchant Meeting
 • February 4, 2016 | 6:00-7:30pm
 • Dania Beach City Hall | Atrium
 • Light Refreshments Served

100 West Dania Beach Blvd.
 Dania Beach, FL 33004
 Call for more info: 954.924.6801



INPUT NEEDED



MERCHANT MEETING RAISING DANIA BEACH'S TOURISM PROFILE

- May 19 2016 | 6PM - 7:30 PM
- Dania Beach City Hall Atrium 100 W. Dania Beach Blvd
- Light Refreshments will be served

Please join the Dania Beach Community Redevelopment Agency as featured speaker, Ken Butler, Vice-President of Marketing Communication of the Greater Fort Lauderdale Convention & Visitors Bureau discusses ways Dania Beach can become more involved in tourism promotions.

Also:

dan-beach.fl.us

33004

JOIN US FOR THE THIRD MERCHANT MEETING OF THE YEAR!



Discussion on Downtown Dania Beach Development and Master Plan

Your opinion matters....

We want to hear from our local businesses!

INPUT NEEDED

August 25 @ 6pm | Dania Beach City Hall Atrium
 Light refreshments will be served

RSVP to Kisha Payen at kpayen@ci.dania-beach.fl.us

100 West Dania Beach Blvd
 Dania Beach, FL 33004

Call for more info: 954.924.6801

