

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, MARCH 13, 2018 - 5:30 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
-

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

- 1. Grand Re-Opening: TNT Fireworks
- 2. Arts & Seafood Celebration Update

4. PRESENTATIONS

- 1. Art & Antiques on the Ave.: Downtown Art Walk Summer Series

5. CONSENT AGENDA

- 1. Minutes:
 - Approve Minutes of the February 13, 2018 CRA Board Meeting
 - Approve Minutes of the February 26, 2018 CRA Rebranding Workshop

2. Travel Requests:

Request from Rickelle Williams, CRA Executive Director, to attend the Florida Redevelopment Association (FRA) Academy course on Operations and Capacity Building, in Orlando, Florida on April 20, 2018 (Estimated cost \$495.00)

3. RESOLUTION NO. 2018-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA APPROVING THE ANNUAL CRA REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2017; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. Commercial Property Improvement Grant Program
2. City Center Redevelopment Charrette

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

1. Legislative Brief: Community Redevelopment Agencies

10. ADJOURNMENT

TNT FIREWORKS

GRAND *Re*-Opening

THURSDAY, MARCH 8, 2018

10:00 AM



BEFORE

\$20,000

**DBCRA
Commercial
Grant
Recipient**



AFTER

768 East Dania Beach Blvd., Dania Beach, FL 33004

Light refreshments will be served

Call (954) 924-6801 or email kpaysen@daniabeachfl.gov to RSVP

Memorandum

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: March 13, 2018
Re: **2018 Arts and Seafood Celebration Update**

The CRA is currently working on preparations for the 6th Annual Dania Beach Arts and Seafood Celebration to be held May 19-20, 2018 at Frost Park. The following is an update on the event:

Sponsorship to Date

We are appealing to all to assist us with sponsorship. Our current sponsorship commitment list is as follows:

- | | |
|---------------------------------|---|
| • ASA College | \$ 1,000.00 |
| • Attorney that Rides | \$ 1,000.00 |
| • Bath Crest | \$ 1,000.00 |
| • Bath Fitter | \$ 1,500.00 |
| • Calvin, Giordano & Associates | \$ 2,500.00 |
| • Casino @ Dania Beach | \$ 5,000.00 |
| • Economos Properties | \$ 1,000.00 |
| • Florida Power and Light | \$ 2,000.00 |
| • Gangrel's Wrestling Asylum | \$ 500.00 |
| • James Brady | \$ 500.00 |
| • Jonathan Lorber-Keyes Realty | \$ 500.00 |
| • KIMCO | \$10,000.00 |
| • Meyers Group | \$ 5,000.00 |
| • Paradise Exteriors | \$ 750.00 |
| • RentHollywood.com | \$ 1,000.00 |
| • The Lasik Centers | \$ 1,000.00 |
| • Waste Management | \$ 500.00 |
| | |
| • The Hotel Morrison | In-kind sponsor & Hospitality Partner |
| • 3 Sons Brewing | In-kind sponsor – chef showcase and hospitality tent beverage service |
| • Braha Realty | In-kind sponsor - parking |

Total: \$34,750.00

We are seeking returning sponsors and new corporate sponsorships from Bank United, Home Depot, Michaels, SunTrust, Publix, and Memorial Health System among others. Agreement for a sponsorship consultant has been finalized.

Art

We have opened online applications for artists and crafters to register. As of this writing, we have 30 registered artists. We anticipate having about 75 artists this year. To boost our revenue base, we have increased the cost of booths from the previous year. Artists are being charged the following fees:

Jury Fee	\$15 (same as last year)	Double Street Booth	\$500 (\$200 increase)
Street Booth single	\$250 (\$100 increase)	Double Park Booth	\$550 (\$150 increase)
Park Booth single	\$275 (\$75 increase)	Additional fee: corner booth	\$50 (same as last year)

Food and Beverage Concessions & Chef Showcase

Our food and beverage concessionaire is 3 Sons Brewing, LLC. Applications for vendor participation close on April 6th. Special accommodations for homebased chefs (Big Pappa T's, Kiwanis Club, Lions Club of Dania Beach and Tip Conch) are being provided if participation is desired. Six food trucks are already committed to the event, additional trucks are seeking admission.

Performance Artists & Youth Art Competition

Our art consultant's team will once again create murals at the event which may be displayed in selected public spaces after the event. We have reached out to local schools to participate in the youth art competition.

Sand Art

Sand artists will also be hired to build a sand sculpture throughout the weekend. The theme will be revealed over the two days. As usual this will be the centerpiece of the event and will provide great visuals for our ongoing social media campaign throughout the event.

Entertainment

The Casino is not providing a national band this year. Instead they have pledged \$5,000 in cash sponsorship. The line-up for both days is as follows:

Saturday

12:30 to 2:00	Jimi Ruccolo	Country
2:30 to 4:00	Kadesh	R&B
4:30 to 6:00	Classic Rock Therapy	Rock
6:30 to 8:00	Jaded Aerosmith (Tribute)	Rock

Sunday

12:00 – 1:00	Hoodoo Blues Band	Blues
1:30 – 2:30	Whipping Post	Classic Rock
3:00 - 4:30	Catabella	Latin
5:00 - 6:30	Deep Fried Funk	R&B

All bands have great followings and will bring their support crowd out to the event.

DJ is Royce Ivey. Master of Ceremonies, Kisha Payen, will present entertaining activities for public participation in between sets.

Parking

As part of their sponsorship, the Casino has offered 600 parking spaces at no charge. We are exploring additional parking opportunities at Winn-Dixie and we will continue to work with Braha Dania to have parking for some vendors at the Okan University parking lot. The Church of the Resurrection usually runs a private parking service and charges patrons.

Restroom Location

We had hoped to save money by using restrooms in the Recreation Center for the general public, but we have been advised against this by the Director of Parks and Recreation, as those restrooms clog up after a few hours of heavy general public usage. We are therefore going to be renting a crowd pleaser restroom and portable restrooms are also being provided in various locations throughout the park.

Please note: Restrooms are not going to be located in close to proximity to the Food Vendors.

Merchandise

The CRA is selling merchandise again this year. We will focus on t-shirt sales featuring the signature poster art.

The PATCH will once again be selling potted plants, following very successful sales year in 2017.

Volunteers

We are currently recruiting volunteers. Standing Ovations will be responsible for coordinating all volunteers.

Permit Request

The Special Events Permit request will be sent to the City Commission on March 27, 2018.

Promotion

The following is a summary and schedule of promotional opportunities, and ad buys so far. We will also be doing live interviews and an extensive accelerated Social Media outreach in the days leading up to the event.

Print Advertisements:

- Travel Host
- Sun Sentinel
- New Times
- Tidbits

- Cahoots
- Dania Press
- Hola Latinos
- Sharp Saver
- The Riverside Times

Comcast TV Commercials will begin airing on various cable channels from April 23, 2018 through May 20, 2018.

Cox Media radio commercials (WFEZ-Easy 93.1 and WHQT-Hot 105) will begin airing on May 14, 2018 and end May 20, 2018. WFEZ-Easy 93.1 will be onsite during the event.

Dedicated Facebook campaign and event page with boosted posts are planned.

Eventbrite page with over 1000 attendees already signed up.

Print Collateral:

- Rack cards
- Posters
- Banners & signage
- Event program guide

Free online calendar listings are already posted.

Numerous press releases sent to local media contacts leading up to the event.

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 13, 2018 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:30 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

Craig Clerie, 1982 Tigertail Boulevard, noted sales of their hot sauce for their wrestling school are going well, and he is working with Dan Murphy, Economic Development Manager, on an intern program. They are also sponsoring a wrestling event on February 24th; and their first class of wrestlers will graduate on March 25th. They will also have a booth at the Arts and Seafood Festival.

3. Administrative Reports

Director Williams reviewed a memo she provided to the Board which is attached to and incorporated into these minutes.

3.1 2018 Arts and Seafood Celebration Update

Director Williams reviewed the information in the agenda packet. To date, we have \$17,250.00 in sponsorships; we have also reached out to several corporate sponsors, which now include Home Depot and Michaels.

Director Williams introduced Joe Artanis, from 3 Sons Brewing, the vendor who will be in charge of the food and beverage concession services for the Arts and Seafood Festival. Mr. Artanis provided a brief overview of their business and commitment to the City and event.

Discussion ensued on the specifics of the food vendor arrangements.

3.2 Upcoming Events

There was no discussion of the events, fliers for which were included in the agenda packet.

4. Presentations

There were no presentations on this agenda.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of the January 9, 2018 CRA Board Meeting

5.2 Travel Requests:

Request from Rickelle Williams, CRA Executive Director, to attend the Florida Redevelopment Academy in Orlando, Florida on March 15-17, 2018 (Estimated cost \$495.00)

Request from Dan Murphy, Economic Development Manager, to attend the 2018 ICSC Florida Conference in Orlando, Florida on August 27-29, 2018 (Estimated cost \$1,058.40)

5.3 RESOLUTION #2018-CRA-004

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 SAUL EWING ARNSTEIN & LEHR LLP, TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION #2018-CRA-005

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), OF THE CITY OF DANIA BEACH FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF AGRICULTURE (“USDA”) AGRICULTURAL MARKETING SERVICES (“AMS”) GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM (“FMPP”) IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND SEVEN HUNDRED SIXTY FIVE DOLLARS (\$10,765.00) RESPECTIVELY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Brandimarte. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte
Board Member Grace

Yes
Yes

Vice-Chairman Harris
Chairman James

Yes
Yes

Board Member Salvino

Yes

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Request for Information Items to be added to the Dania Beach CRA Board Meeting Agenda

Director Williams asked the Board to amend the agenda format to include a section for “Information Items”. This section would be informational items only that do not need to be discussed at Board meetings.

Board Member Brandimarte motioned to change the agenda format; seconded by Board Member Grace. The motion carried unanimously.

7.2 Rebranding Workshop Date

Director Williams requested the Board schedule a workshop to discuss branding and marketing.

The workshop will be held on Monday, February 26 at 11:00 a.m. in the NW Conference Room.

8. Board Member Comments

Board Member Grace is pleased with what we are hearing at the CRA Board meetings.

9. Adjournment

Chairman James adjourned the meeting at 6:10 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
REBRANDING WORKSHOP
MONDAY, FEBRUARY 26, 2018 – 11:00 A.M.

A. Call to Order/Roll Call

Chairman James called the meeting to order at 11:01 a.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Director Williams provided a binder with information to the Board, which is attached to and incorporated into these minutes.

B. Formalizing the Rebrand Initiative

Director Williams stated we are missing a brand statement, which she recommends: Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We embrace the spirit of reinvention and promote a modern ideal while honoring our unique charm and identity. The Dania Beach experience is one of optimism and revitalization. We will provide an atmosphere where commerce and industry can thrive. We will create a sense of community and promote an enhanced quality of life through culture, entertainment, recreation, and sustainable development. We will transform Dania Beach as a City and a premier destination. Dania Beach will be a source of pride for our stakeholders.

Bob Shapiro, Master Development, felt the two last sentences should be first. It could also be edited to be shorter.

Pat Chukerman, 545 SE 4th Court, commented people have short attention spans, this needs to be succinct.

Richard Aube, 675 SE 2nd Avenue said it looks awesome and asked when it will become official.

Board Member Grace noted she wants to add diversity to the statement.

Director Williams spoke of the draft resolution to officially adopt the new logo and noted it will need to be adopted at the March 27 City Commission meeting.

Discussion ensued regarding fencing requirements for commercial properties under construction.

Larry Baum, 2700 W Cypress Creek Road, Fort Lauderdale, said he is willing to place the logo on development fencing.

Mr. Shapiro noted it has been well received by developers. He would like it to be part of the DCOTA and he will ask Kimco to update the I-95 signage. We need to create a new image for the City and that is what we are doing today.

Director Williams noted she will consult with Community Development to see what we can come up with.

C. Concept Selection: Logo Applications

Director Williams addressed the City Seal and reviewed the three options.

Chairman James noted she is fine with all three.

Board Member Salvino said he was opposed with changing the seal in the beginning, but prefers Option 2 without “City of”.

The Board concurred.

Director Williams reviewed the Internal Marketing Collateral.

The Board consensus was:

Emails – Option #2

Business cards – Option #2

Letterhead – Option #1

Envelopes – Option #2

Nicki Satterfield, Director of Finance, verified we can ensure this would work for window envelopes, as well.

Presentation Folder – Option #3

Enclosures – Option #1

Flag Banners – utilize both concepts and alternate them

Bob Shapiro noted they are in the process of creating a marketing council; he wants the council to take responsibility for the banners. He feels each option is fabulous and should be alternated on different streets. We need to have the diversity, and they will raise the funds.

Board Member Brandimarte wants uniformity with the signs.

Mr. Shapiro said his concern is that it would get boring and dated. Changing them for the different seasons will cost money. He added the dynamics of the diversity of signs is something that you will follow, and he loves all the signs.

Chairman James suggested we wait and see how it looks and we will be able to choose.

Board Member Brandimarte said right now she would say no.

Board Member Grace commented Mr. Shapiro's idea to reach out of the box and get funding is terrific, and she likes the idea of a change in signs.

Vice-Chairman Harris asked if we could decide which option would be on which street in order to have a variety, as they are both great.

Director Williams will bring options to the Board.

Board Member Salvino suggested we should budget for electricity on poles so the signs will light up.

Mr. Shapiro noted the first priority is to install on poles with lights, and the others later.

Director Williams will do what Mr. Shapiro suggested.

Mr. Shapiro questioned who will install the lights and banners.

Chairman James said we will figure it out.

Finance Director Satterfield asked for clarification that the funds raised will be a donation to the City. Mr. Shapiro said yes.

Monument signs:

Marc LaFerrier, Director of Community Development, said he met with Cima Georgevich and the architect for the sign last week. The new large sign at US-1 and Griffin will not be LED, and will be less expensive to build and maintain. He noted this design will be easier to permit, and we will need to get an agreement with Broward County since the sign is in DOT right of way. He cannot give a timeline since the agreement is pending.

Board Member Salvino said we need to expedite this since the funds are available.

Community Development Director LaFerrier noted there will be additional fees for the architect because this is not what he designed. The County money can only be used for the Griffin Road sign; the City will need to allocate additional funds for the other three signs.

Community Development Director LaFerrier also noted the smaller monument signs will be backlit.

Board Member Salvino favored “Sea you soon” as opposed to “Thank you for visiting”.

Director Williams noted this is all the work done by Redline and acknowledged Cima Georgevich for working on a voluntary basis.

Mr. Georgevich, Redline Media Group, thanked the Board for this opportunity. They were motivated by the thought to help modernize the representation of the City. Their roots are here and this was support for their own community. He thanked the Board for their patience and support given to the team.

Mr. Shapiro said it is a personal pleasure to thank Mr. Georgevich. This was a pro-bono service to the City worth \$100,000 or more.

Board Member Grace thanked the leadership in Dania Beach; she thanked Mayor James and her colleagues. In the next five years, we will not have to worry about taxes or the millage rate anymore.

Mr. Shapiro recognized Director Williams; it was his suggestion to the Mayor that she be in charge of branding.

Director Williams addressed the Rebranding Implementation Plan and noted staff will need re-training on the new logo and attitude.

She proposes an overhaul of the website; it will require a lot of help from PIO and IT. IT may not have the ability to do it on their own.

Katia Bordy, Public Information Officer, said she is overjoyed with the rebranding. She noted we have one of the best websites; we work with CivicPlus, and we could change the logo. If we were to change it completely, we could do it for a very little cost or nothing through Civic Plus.

Mayor James noted we need to include the Chamber in our coordination efforts to change.

Vice-Chairman Harris questioned whether we could change the tagline for emails today, as well as on Facebook and social media pages.

Public Information Officer Bordy said she has been holding off because it is not official yet.

Director Williams noted she wants the resolution adopted March 27 so we can start the following day.

Mayor James wants it on March 13; she wants everything rolled out at the same time.

Public Information Officer Bordy said she was hoping to do a campaign opener.

Mayor James opposes this. Everything needs to roll out at the same time.

Randie Shane, Chamber of Commerce, noted the logo would also need to be changed for Code Red which is in June, but promotions are coming up soon. They will rebrand the colors of the Chamber to coincide with the City colors.

Mr. Shapiro noted in addition to PIO, he is recommending that the marketing council hire a public relations firm to sing our praises. The City needs to co-brand with them to get it out to the national press that Dania Beach is transforming and modernizing itself.

Mayor James said we could use the money for the grant writer for this. We could re-allocate the funds to a part-time person to promote our brand.

Director Williams suggested we bid for a marketing/PR firm to handle ad buys and event marketing.

D. Brand Roll-Out

Director Williams noted we can change signs over time, they are big ticket items. We need to strategize how we will pay for it. It is up to the Board to decide how gradual or immediate they want to be.

Board Member Grace suggested we be cautious and optimistic. All items should be itemized for the upcoming budget. They could be added to the upcoming CRA budget.

Mayor James asked how much money is in reserves.

Finance Director Satterfield said the unrestricted reserve balance is around \$17-18 Million; money has been set aside for the stormwater project. There is about \$3million allocated.

Mayor James recommended doing everything at once; we have \$17 million and it is a one-time cost.

Commissioner Salvino agreed; we should do the project in full.

Vice-Chairman Harris agreed; it won't be that much. If we do not use it we can put it back.

Board Member Grace asked when the resolution will be ready. She kind of wants to agree with her colleagues to expedite this and take money from reserves.

Board Member Salvino questioned if we would go through a bid process to find out what this will cost.

Director Williams noted the estimated cost is \$161,738.40, excluding monument signs, roadway signs, facility/park signs, tri-rail signs, and City buses.

Mr. Shapiro said Mr. Georgevich has a production facility and would likely be the low bidder. We should ask him, as he designed it. It is important to say to everyone that we are transforming Dania Beach. Wall Street and banks need to know.

City Attorney Ansbro noted Mr. Georgevich can bid as long as it is open to everyone.

Board Member Brandimarte commented if something is over \$25,000, it goes out to bid; no one has preference. She will not agree to touch reserves because we should wait to see if we will be required to pay for armed guards at the schools.

Mayor James said she wants a resolution tomorrow night via an addendum.

Director Williams noted there will be no dollar figure in the resolution because we are going to bid or get quotes for these items.

Mr. Shapiro hopes to get \$65,000 from the marketing council.

Finance Director Satterfield noted some of these items are operating items and already budgeted. The bigger items will go before the Commission for funding.

Mayor James addressed the shirt vendor, and said Commissioners should not pay for their shirts.

Finance Director Satterfield noted we need to look at the uniform policy and make a determination.

Pat Chukerman commented promotional vendors in the City should be allowed to bid on this.

Mayor James said she wants thoughts; she wants an EOC building, she wants to bring BSO back to City Hall, and wants to house everyone here at City Hall.

Board Member Brandimarte felt big ticket items should be on a referendum ballot.

Director Williams suggested doing a charrette with an architect for a vision of what we would like City Hall to look like, rather than asking a developer what they can do.

Board Member Salvino felt this would be another workshop to discuss City Hall, and he thinks we need a new building.

Board Member Brandimarte said we will have two new Board members after the next election; we should wait to discuss it with them.

Vice-Mayor Harris asked if we will get a date certain for the rollout if the resolution is done tomorrow night.

Mayor James said the website will be the hold up.

Public Information Officer Bordy noted swapping the seal will likely be only a couple of days.

Director Williams stated the website will need to be redesigned to mesh with the new logo.

Public Information Officer Bordy responded it would take at least seven months to completely redesign the website. Just changing the logo is easy, but a new design of the website by CivicPlus will take a long time.

Mayor James said they do not have to change every page. She wants to go out to bid because she knows other companies that can do it quicker.

Public Information Officer Bordy noted city websites are different and are not built the same way as a private website.

Mr. Shapiro thanked everyone, and suggested a bi-weekly update at every CRA meeting, based on Director Williams' input. We should set a future date to make sure everything is done.

E. Prioritization & Timeline

F. Budget

G. Procurement

H. Adjournment

Chairman James adjourned the meeting at 12:54 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Approve request from Rickelle Williams, CRA Executive Director, to attend the Florida Redevelopment Association (FRA) Academy course on Operations and Capacity Building, in Orlando, Florida on April 20, 2018

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Travel Request Rickelle Williams travel to FRA doc, Travel Request - Rickelle Williams

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: March 13, 2018

Re: Travel Request for Rickelle Williams to attend the Florida Redevelopment Association (FRA) Academy course on Operations and Capacity Building in Orlando, Florida.

Attached you will find a travel request for Rickelle Williams, CRA Executive Director to attend the Florida Redevelopment Association (FRA) Redevelopment Academy training course on Operations and Capacity Building on Friday, April 20, 2018 at the Florida League of Cities University Training Center in Orlando, FL.

The Redevelopment Academy is a designation program administered by FRA and is designed to promote a high level of knowledge and professionalism in the field of redevelopment. It also encourages development and maintenance of professional competence for practicing redevelopment administrators. The CRA Executive Director is a candidate for the FRA-Redevelopment Administrator designation which requires completion of five (5) training courses including Operations and Capacity Building.

The amount of the travel request is \$495.00 which covers the cost of registration for the course. The CRA Executive Director is not claiming mileage and per diem.

Recommendation:

It is recommended that the CRA Board approve the travel request for Rickelle Williams, CRA Executive Director.

CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Rickelle Williams
DEPARTMENT: CRA
LOCATION: Orlando, FL
TRIP/TRAINING DATE: 20-Apr-18
PURPOSE: Attend Florida Redevelopment Academy Course

CHECK ONE

☐ Certification
☒ General Training
☐ License
☒ Other

Note any overnight or out of state travel events attended in the last 12 months:

N/A

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Registration	FRA	\$ 495.00
Lodging		\$ -
Parking		\$ -
Tolls		\$ -
Per Diem	M&IE	\$ -
TOTAL EXPENSES		\$ 495.00

TOTAL ESTIMATED TRAVEL COST **\$ 495.00**

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Rickelle Williams		
Department Director (print)	Signature	Date
Rickelle Williams		
Finance Director (print)	Signature	Date
Nicki Satterfield		3/5/18

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens	TAS	3/5/18

Stevens, Tania

From: Williams, Rickelle
Sent: Monday, March 05, 2018 9:13 AM
To: Stevens, Tania
Subject: RE: Redevelopment Academy - OPERATIONS & CAPACITY BUILDING Registration Confirmation for Rickelle Williams (37485)

Good morning Tania,

No, I'm not.

Thanks,

Rickelle Williams
Executive Director
Dania Beach Community Redevelopment Agency
100 W. Dania Beach Boulevard
Dania Beach, FL
954-924-6801 Ext. 3732

From: Stevens, Tania
Sent: Monday, March 05, 2018 9:11 AM
To: Williams, Rickelle
Subject: RE: Redevelopment Academy - OPERATIONS & CAPACITY BUILDING Registration Confirmation for Rickelle Williams (37485)

Good Morning Rickelle,

Are you claiming mileage and per diem for this travel request?

Tania Stevens

Senior Accountant
City of Dania Beach
954-924-6800 Ext. 3671
954-922-5619 Fax
tstevens@daniabeachfl.gov

"Established in History, Preparing for Tomorrow"



From: Williams, Rickelle
Sent: Friday, March 02, 2018 11:07 AM
To: Stilson, Louise <lstilson@daniabeachfl.gov>
Cc: Weekes, Kathleen <kweekes@daniabeachfl.gov>; Payen, Kisha <kpayen@daniabeachfl.gov>; Schneider, Tom <tschneider@daniabeachfl.gov>; Stevens, Tania <tstevens@daniabeachfl.gov>
Subject: FW: Redevelopment Academy - OPERATIONS & CAPACITY BUILDING Registration Confirmation for Rickelle Williams (37485)

Hi Louise,

The registration confirmation for my travel request is below. The other backup docs will be prepared and completed by Finance upon Nicki's return to the office next week.

Thanks,

Rickelle Williams
Executive Director
Dania Beach Community Redevelopment Agency
100 W. Dania Beach Boulevard
Dania Beach, FL
954-924-6801 Ext. 3732

From: EVENT PLANNING (TAL) [<mailto:EVENTPLANNING-TAL@flcities.com>]
Sent: Thursday, March 01, 2018 5:25 PM
To: Williams, Rickelle
Cc: jpiland@flcities.com
Subject: Redevelopment Academy - OPERATIONS & CAPACITY BUILDING Registration Confirmation for Rickelle Williams (37485)

Redevelopment Academy - OPERATIONS & CAPACITY BUILDING

Florida League of Cities Main Bldng - GREEN ROOM
125 E. Colonial Drive
Orlando, FL 32853

Dear Rickelle Williams,

Thank you for registering for the Redevelopment Academy - OPERATIONS & CAPACITY BUILDING. We look forward to your attendance. Please do not hesitate to contact us if you have any questions prior to the event. **This message is confirmation of your registration. If you paid by credit card, payment information will be detailed below.**

Contact Information:

Jan Piland

Executive Assistant

Notes:

Registrant Information:

Registration Date	03/01/2018
Name	Rickelle Williams
Nickname	Rickelle
Title	Executive Director CRA
Affiliation	Dania Beach Community Redevelopment Agency
E-mail	rwilliams@daniabeachfl.gov

Your Itinerary:

Administrator Designation (1)	\$495.00
Total	\$495.00

Payments	\$495.00
Balance	\$0.00

Payment Receipt:

Credit Card Reference Code	60973029717
Credit Card Authorization Code	057731
Date Processed	03/01/2018
Total Paid	\$495.00
Payment Type	VISA *****7241

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Thank you for your payment. This web page is your receipt - please print a copy for your records.

Paying by check?

Print this Order Confirmation web page, and then [read this!](#)

Need help printing? Try the *control-P* key command: press and hold the *control* key (usually located on the bottom left of the keyboard), and then press the letter *P*.

Order Confirmation

Florida League of Cities

Order Number 61383
Order Date 3/1/2018
Bill To Kisha Payen
Payment Method Visa *****7241
Name on Card Kisha Payen

Item	Quantity	Price	Total
Redevelopment Academy - OPERATIONS & CAPACITY BUILDING - Rickelle Williams When: 4/20/2018 - 4/20/2018 Where: Florida League of Cities Main Bldng - GREEN ROOM 125 E. Colonial Drive Orlando, FL 32853 Registration option: Administrator Designation 4/20/2018 8:30 AM	1	495.00	495.00
Item Total			495.00
TRANSACTION			495.00
GRAND TOTAL			

A confirmation is being sent to: rwilliams@daniabeachfl.gov

Send another copy to:

Carol Westmoreland
Executive Director
cwestmoreland@flcities.com
Direct: (850) 701-3608

Jan Piland
Executive Assistant
jpiland@flcities.com
Direct: (850) 701-3622

P. O. Box 1757
301 S. Bronough Street, Suite 300
Tallahassee, FL 32302-1757
(800) 342-8112, ext. 3608 or 3622
Fax: (850) 222-3806

[Events](#)



The Redevelopment Academy is Back!

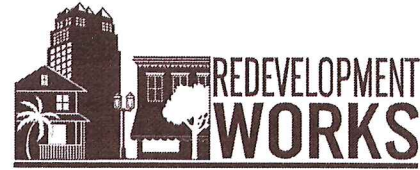
Registration is now available online for the Academy courses currently scheduled for 2018! The Academy is a unique educational program, designed to promote a prerequisite level of knowledge and professionalism in the field of community redevelopment.

The courses are open to anyone interested in learning more about redevelopment practice in Florida. Below are the 2018 courses and their dates. To learn more about the Academy, instructors or to register, [click here](#).

COURSE	REGISTRATION DEADLINE	DATE
Budgeting, Funding & Reporting (BFR)	2/23/18	3/16/18
Operations & Capacity Building (Op/Cap)	3/30/18	4/20/18
Capital Project Management (CPM)	4/13/18	5/4/18
Creating & Using Redevelopment Incentives (RI)	4/27/18	5/18/18
Housing as a Redevelopment Tool (HRT)	5/25/18	6/22/18
Redevelopment 101	10/1/18	10/23/18

Redevelopment Works: The End of Session

We are almost a week away from Florida's regular legislative session coming to a close! While the end is near, there is still work to do.



Help us to continue showing the importance of CRAs **by taking action and supporting the Redevelopment Works campaign.**

To get involved, we encourage you to take a look at the [Redevelopment Works page](#) and share our materials with your constituents!

Upcoming Redevelopment Related Events

Florida League of Cities Grants and Other Resources Regional Workshop



GRANTS AND OTHER RESOURCES Regional Workshop

With limited resources available to municipalities, securing funding for important projects is always a top-of-mind issue for Florida's city officials and staff. What resources are available from state agencies? Are you using what's accessible to local government?

On April 20, participants will hear from top officials about available grants and agency resources.

To learn more about the event or register, [click here.](#)

If you are a member of the Florida Redevelopment Association and would like to submit an event to be listed on our events page, [click here.](#)

The Latest RFPs and RFQs

To browse all requests, [click here](#).

Marina Village Phase II - Riviera Beach CRA

The Marina Village has been vibrant with visiting tourists, community residents and passersby taking advantage of our award-winning beaches and waterfront property.



Combined with infrastructure improvements along the Broadway Corridor, the Riviera Beach Marina Village will continue to create jobs and be a catalyst for growth from the waterfront west to other areas of Riviera Beach. The plan consists of a series of development projects which together work towards the same goal - to be an engine of revitalization for the City of Riviera Beach.

To view the request, [click here](#).

Show Your Support for Redevelopment By:



Learning the truth about CRAs. [Read this informative Palm Beach Post opinion piece](#) that addresses common misconceptions about CRAs and allows readers to learn the truth.

Get Social



FRA Resources

Florida Redevelopment Association
REDEVELOPMENT ACADEMY
OPERATIONS AND CAPACITY BUILDING

COURSE OUTLINE

Section 1

Local Government 101
 Forms of Government
 Structure and Functions
 Municipal and County Charters
 Home Rule
 Fiscal Management

Section 2

CRA Governance
 CRA Board
 CRA Advisory Boards
 Appointments
 Roles and Responsibilities
 Board/Staff Relations
 Improving Board
Effectiveness

Section 3

CRA Operations
 Resources
 Human
 Fiscal

Section 4

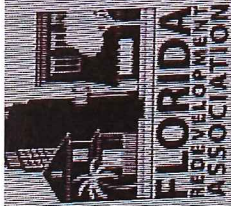
Stakeholder Relations and Leveraging
Assets
 Identification of stakeholders
 Engaged leadership
 Board constitution and “awareness
 factor”
 Director skills set(s)
 Partnerships/Collaborations

Section 5

Strategic Planning
 Vision
 Values
 Mission
 Environmental Scan
 Strengths, Weaknesses,
Opportunities, Threats (SWOT) Analysis
 Goals and Objectives

Section 6

Strategies for Capacity Building
 Grant Writing
 Performance Measurement
 Program Evaluation
 Program Reporting



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Home Events

Redevelopment Academy - OPERATIONS & CAPACITY BUILDING

Operations & Capacity Building

PLEASE NOTE THAT THIS COURSE WILL BE HELD IN THE FLC MAIN BUILDING IN THE GREEN ROOM.

Parking Information

Parking is available at the rear of the building. Please park in the spaces labeled for FLC University. If these spaces are not available, there is an overflow lot across the street located at 720 Irma Avenue.

When 4/20/2018 - 4/20/2018

Where

Florida League of Cities Main Bldg - GREEN ROOM
125 E. Colonial Drive
Orlando, FL 32853

Register by logging-in with your username and password, which is saved in the system. If this is the first time you've used online registration, contact [Jan Piland](#), who can provide you with a user name and password.

If you wish to register someone else use the blue Register someone else button on the event page. If you cannot see this button, contact [Jan Piland](#) to receive additional system access.

If you have registered online for an FRA event before, but cannot remember your login name and/or password, click on the "forgot" options located below the login fields. The system will email you with further instructions.

If you have trouble opening the links, we encourage you to try using the Google Chrome web browser instead of Internet Explorer. OR to click on the registration link from the "Calendar" under Events and Training.

If you have any questions, please contact [Jan Piland](#) for help.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION APPROVING THE ANNUAL CRA REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2017.

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Executive Director Memo: 2017 Annual Report, CRA Reso 2017 Annual Report Final, DBCRA ANNUAL REPORT 2017

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: March 13, 2018
Re: Dania Beach Community Redevelopment Agency Annual Report FY17

In compliance with Florida Statutes chapter 163.356 of the Community Redevelopment Act, the Dania Beach Community Redevelopment Agency is required to submit and advertise its Annual Report. The statute specifically states the following:

“An agency (CRA) authorized to transact business and exercise powers under this part shall file with the governing body, on or before March 31 of each year, a report of its activities for the preceding fiscal year, which report shall include a complete financial statement setting forth its assets, liabilities, income and operating expenses as of the end of such fiscal year.”

Broward County also adopted reporting rules for Municipal Community Redevelopment Agencies through Administrative Code 18.87, which require additional reporting, specifically:

“The agency shall include a comparison of Plan goals, objectives and policies to annual program accomplishments and an analysis comparing current year tax base to the base year.”

Therefore, in compliance with State and County requirements, I respectfully submit the Dania Beach CRA Annual Report for Fiscal Year 2017.

RESOLUTION NO. 2018-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA APPROVING THE ANNUAL CRA REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2017; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Florida Legislature enacted the Community Redevelopment Act of 1969, which is presently codified as Part III of Chapter 163, Florida Statutes, as amended from time to time (the "Act"); and

WHEREAS, all powers arising through the Act are conferred by the Act upon counties with Home Rule Charters, such as Broward County, Florida, which in turn are authorized to delegate certain of their powers to a community redevelopment agency created pursuant to the Act; and

WHEREAS, on March 19, 2002, the Board of County Commissioners of Broward County, Florida (the "Board") adopted Resolution No. 2002-275, which declared that a slum or blighted area exists in a geographic area (the "Redevelopment Area"), as described by the City of Dania Beach in its Finding of Necessity for Redevelopment, and which demonstrated that it is necessary and appropriate to redevelop such Redevelopment Area in accordance with the provisions of the Act, as amended; and

WHEREAS, pursuant to the Resolution of Broward County, Florida, the Board delegated to the City Commission of the City of Dania Beach, Florida (the "Commission") the authority to exercise the redevelopment powers conferred upon the Board within the Redevelopment Area in accordance with the Act, to enable the City Commission to declare the need for, create and delegate power to a community redevelopment agency ("CRA") and to prepare and adopt a plan of redevelopment for final approval by the Board; and

WHEREAS, the City Commission accepted a delegation of powers from the Board, found a need for, and created the CRA, granted the CRA the power to exercise those powers permitted by the Act which were delegated by the Board to the City and directed the preparation and adoption of a community redevelopment plan (the "Plan"), the updates to which have been approved and adopted by the CRA Board on March 11, 2009 and June 3, 2015 respectively; and

WHEREAS, Florida Statutes chapter 163.356 of the Community Redevelopment Act requires that the Dania Beach Community Redevelopment Agency must submit and advertise its Annual Report by March 31 of each year; and

WHEREAS, the Broward County Board of Commissioners adopted Administrative Code Section 18.87 outlining reporting requirements for Municipal Community Redevelopment Agency Annual Reports;

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

Section 1. That the above “WHEREAS” clauses are ratified and confirmed, and they are made a part of and incorporated into this Resolution by this reference.

Section 2. That the CRA Board, pursuant to Chapter 163.356, Florida Statutes and Broward County Administrative Code Section 18.87, approves the Annual Report for the year ending September 30, 2017, a copy of which Annual Report is attached and incorporated by this reference.

Section 3. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 4. That this Resolution shall become effective upon its passage and adoption.

PASSED AND ADOPTED on March 13, 2018.

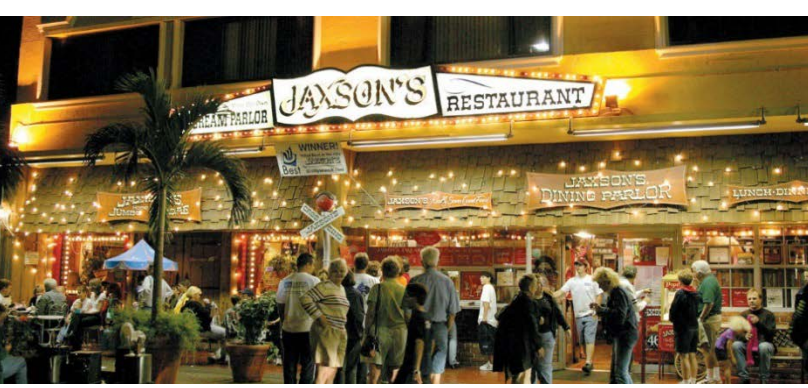
ATTEST:

LOUISE STILSON, CMC
BOARD SECRETARY

TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

Office of the Executive Director
100 W. Dania Beach Boulevard
Dania Beach, FL 33004
www.daniabeachcra.org



ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2017



BOARD OF DIRECTORS

Board of Directors

TAMARA JAMES
CHAIR



tamarajames@daniabeachfl.gov



BILL HARRIS
VICE-CHAIR



bharris@daniabeachfl.gov

CRA Mission Statement

The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

CHICKIE BRANDIMARTE
BOARD MEMBER



cbrandimarte@daniabeachfl.gov

BOBBIE H. GRACE
BOARD MEMBER



bgrace@daniabeachfl.gov

MARCO SALVINO, SR
BOARD MEMBER



msalvino@daniabeachfl.gov

LETTER FROM THE EXECUTIVE DIRECTOR

Letter from the Executive Director



As a new member of the Dania Beach Community Redevelopment Agency (CRA) team, I am truly inspired by the leadership and direction established by the CRA Board of Directors. It is this leadership that has allowed Dania Beach to begin experiencing a renaissance in terms of identity, development, and vision for the future.

Fiscal year 2017 marked several administrative transitions including the departure of former CRA Executive Director, Rachel Bach, and the arrival of a new Chair and Vice Chair of the CRA Board, Tamara James and Bill Harris, also serving as City of Dania Beach Mayor and Vice Mayor respectively. Based on the initiatives and accomplishments of 2017, I have no doubt that the CRA will continue to implement projects and programs that serve to enhance the community.

Through the collective contributions of community stakeholders, public and private partners, and the input of our residents, non-profit organizations and business community, the CRA is able to work together to improve the quality of life while ensuring a sustainable future. We are proud of the successes of our past and enthusiastic about tackling the challenges ahead.

On behalf of the Dania Beach CRA Board of Commissioners, I am pleased to present herein the FY 2017 Annual Report which covers the period from October 1, 2016 through September 30, 2017. The annual report includes the following:

- General background information regarding the CRA;
- Report of activities (redevelopment projects, initiatives, etc.) within the redevelopment areas;
- Status report of the progress made in carrying out the Redevelopment Plan; and
- Financial statements for the fiscal year ending September 30, 2015.

I would also like to take the time to thank my own team as well as city staff and our exceptional consultants and legal teams who have all helped to make the accomplishments of 2017 possible.

Kind regards,

A handwritten signature in blue ink that reads "Rickelle Williams". The signature is fluid and cursive.

Rickelle Williams, PMP, LEED AP

Executive Director, Dania Beach Community Redevelopment Agency

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DANIA BEACH CRA

Dania Beach CRA

Location

Dania Beach and its Community Redevelopment Area are ideally situated near major roadways, rail lines and the Intracoastal Waterway. Port Everglades lies partially in the city limits to the northeast and Fort Lauderdale/Hollywood International Airport abuts the city's northern boundary. The vibrant downtowns of Fort Lauderdale and Hollywood are only minutes away. The potential for the city and the CRA to capitalize on its locational advantage and emerging trends in international trade and tourism provide the context for the CRA Redevelopment Plan.



Background

The Dania Beach Community Redevelopment Agency (CRA) was originally created by the enactment of Broward County Resolution 2002-275 subsequent to a Finding of Necessity for Redevelopment, which was prepared in May 2001.

In 2004, the Dania Beach Community Redevelopment Area Plan (CRA Plan) was finalized and approved by the county through County Resolution 2004-423. Resolution 2004-423 also gave the City of Dania Beach the power to implement the plan, while confirming that the city and the county have entered into an Interlocal Agreement which provided for a time certain for completion of redevelopment activities and an assurance of partnerships between the City of Dania Beach, CRA, and Broward County for redevelopment. Resolution 2004-423 delegated all powers designated by Chapter 163.330, et. seq., Florida Statutes, also known as the Community Redevelopment Act of 1969 to the city with certain exceptions. The resolution provided for Broward County to retain specific powers as follows:

- A boundary change;
- An extension to the term of the CRA Plan involving the continuing contribution by the taxing authorities beyond the original plan adoption, as may have been amended; and
- A change to the plan of such magnitude as would require a county or municipal land use plan amendment.

The resolution also specified the county's method of funding for community redevelopment projects which would be predicated upon annual non-advalorem appropriations pursuant to the requirements of its Redevelopment Capital Program and as further defined in the Interlocal Agreement between the county and city. The Redevelopment Capital Program was

STRATEGIC PLANNING

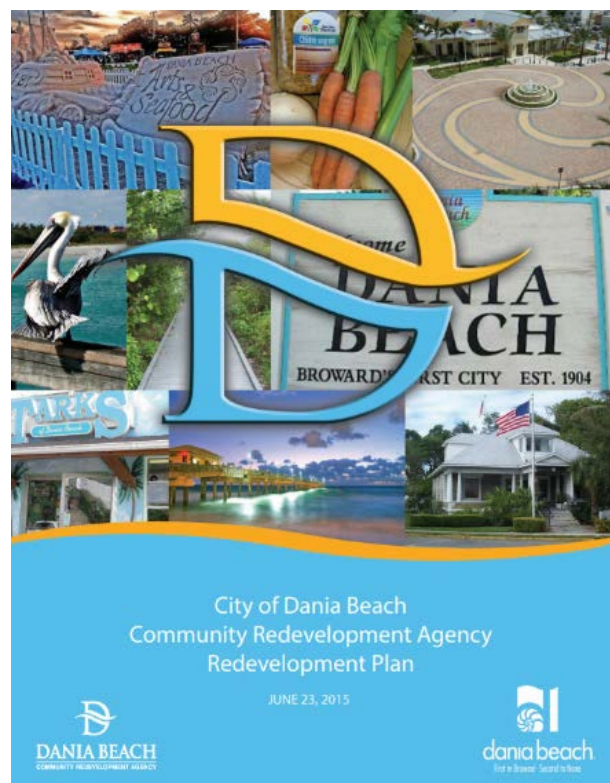
funded from 2002–2007. In 2013, the Broward County Board of Commissioners replaced the Redevelopment Capital Program with the Broward Redevelopment Program, which is subject to funding by the county.

In 2008, the CRA conducted a Finding of Necessity to expand the boundaries of the CRA and include adjacent neighborhoods in need of redevelopment. In 2009, the CRA Plan was modified and expanded the boundaries by 824 acres for a total of 1,349 acres through Resolution No. 2009-795. The resolution reaffirmed that there would be no tax increment payments from the county or other taxing authorities, with the exception of the city. The CRA Plan was updated again in 2015 and is highlighted below.

Strategic Planning

Redevelopment Plan

The CRA Redevelopment Plan (CRA Plan) update is broad ranging and builds off of the strategies of the 2009 Plan. It includes a strong emphasis on neighborhood revitalization and provision of a wide-range of physical, neighborhood, and transportation improvements to encourage more compact and sustainable development. In that vein, The CRA Plan has also been developed with an emphasis on energy efficiency, sustainability, and adaptation planning to ensure community resiliency prior to future impacts of climate change. Economic development is also an important goal of the plan, specifically as it relates the marine industry and tourism, and calls for a concerted marketing effort to attract new investment and visitors to the City of Dania Beach.



The goals in the CRA Plan include Implementation Strategies that are both “immediate” (one to five years) and “long term” (within the remaining CRA life). Many of the goals and strategies are large in scale and it is expected that they will take place within the long term planning horizon. It is unrealistic to think that the conditions that exist in the city, which have been over a century in the making can be overcome in the short term. Likewise, conditions

STRATEGIC PLANNING

of blight, deterioration, and economic stagnation cannot be reversed in a diminutive way. The CRA Plan recognizes the need for a bold and committed approach to the future, and as such it calls for actions that, when implemented, will significantly change the face of the Community Redevelopment Area and will move the city in the direction of greater economic independence.

The CRA Plan was developed using a combination of good planning practice, public involvement, and a strong emphasis on balancing the economic, environmental, and quality of life needs of the CRA's current and future residents. The guiding principles of the CRA Plan include:

- Elimination of slum and blight.
- Improvement of the quality of life for current and future residents.
- Protection of the environment.
- Improvement of the economy through retention of current business and attraction of new business.
- Making progress through public involvement and good governance.

Financing and Implementation Plan

The estimates of probable cost point to the need for significant investment in capital improvements to implement the goals of the CRA Plan. In addition to capital projects the CRA Plan recommends numerous strategies that will involve large costs to the city and CRA. The CRA Plan is supplemented by a Financing and Implementation Plan, which specifies the means necessary to successfully realize redevelopment in the CRA and assists in identifying the funding for implementation.

The CRA has established a five-year Financing and Implementation Plan that it updates annually through the budget process, incorporating direction from the CRA Board as well as citizens, property owners, and

**City of Dania Beach
Community Redevelopment Agency**

Prepared by:
Office of the Executive Director
100 W. Dania Beach Blvd.
Dania Beach, FL 33004
Phone (954) 924-6801
Fax (954) 921-2504
www.ci.dania-beach.fl.us

Financing and Implementation Plan (2018-2022)



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

*"Stimulating redevelopment activity in order to strengthen the
economic base of the redevelopment area"*

STRATEGIC PLANNING

business owners. Unlike many CRAs in Florida which rely on tax increment to fund redevelopment, the CRA utilizes non-advalorem (e.g. non-property tax revenue) contributions from the city and county to achieve the goals set forth in the CRA Plan.

Funding within the Financing and Implementation Plan is primarily provided by the city and county as follows:

- City of Dania Beach: Annually contributes non-advalorem funds to the CRA to fund redevelopment operations.
- Broward County: Resolution No. 2004-423 provided that the method of investment and funding for any community redevelopment projects proposed by the city and/or the CRA shall be predicated upon annual non-advalorem appropriations pursuant to the requirements of its Redevelopment Capital Program¹ (RCP) in lieu of county tax increment financing. Accordingly, the city entered into an Interlocal Agreement with the county to borrow funds for eligible projects in the RCP. To date, the city has drawn-down approximately \$5.3 million for various redevelopment projects as follows:

PURPOSE	AMOUNT	FIRST PAYMENT DATE
Parcel 109	\$2,334,200	3/31/2018
Parking Garage	2,590,909	9/30/2019
Security System	140,000	9/30/2019
Gate Arm System	273,790	8/31/2022
Total	\$5,338,899	

The RCP note is held to conditions requiring the city to demonstrate a net increase in the tax base of the CRA. If the conditions are met the note will be forgiven using a predetermined schedule (loan-to-grant conversion). If the conditions are not met, the note will be payable to the county over a fifteen-year period commencing on the payment date set forth in the chart above with interest at the Municipal Market Data (MMD) “A” revenue bond rate in effect at the time repayment begins.

The CRA is currently in the process of working with Broward County on a loan-to-grant conversion. In 2017 the CRA was able to show development in the downtown area which met the county’s requirements for a loan-to-grant conversion. Developments such as the Casino at Dania Beach, The Place at Dania Beach, and the Holiday Inn Hotel enabled the CRA to request \$2,842,008 in loan-to-grant conversion. Broward County is in the process of administering the conversion. The CRA expects to achieve the final portion of the loan to grant conversion between 2019 and 2020

¹ The Redevelopment Capital Program was established by County Resolution No. 2004-76.

STRATEGIC PLANNING

through the development of the Morrison, Comfort Inn, Wyndham Gardens, and Wingate hotels, which represent over \$70 Million in new construction.

The county has ceased further funding under the RCP and has developed a new funding source through the Broward Redevelopment Program (BRP) for qualifying municipalities and community redevelopment agencies within the county.



Economic Development Strategic Blueprint

The Economic Development Strategic Blueprint was developed with the involvement of more than 65 participants that included an input session, interviews/group discussions, and an online resident survey during an almost five-month process. This plan includes the identification of four targeted business opportunities for Dania Beach to

focus its economic development efforts as well as a number of recommendations with actionable strategies related to each.

The four targeted business opportunities were identified for Dania Beach based on a review of the existing business base, including major employers, recent project activity, and emerging sectors. A community assessment was also conducted to identify the strengths of the community related to each identified potential target. This included consideration of factors that can be important in the site selection process such as the strengths of the location, population, available workforce, educational attainment, business climate, incentives at the state and local level, transportation infrastructure, available property, access to higher education and quality of life factors, including cost of living and access to healthcare, as well as other key assets of the community. The targeted business opportunities identified for Dania Beach are as follows:

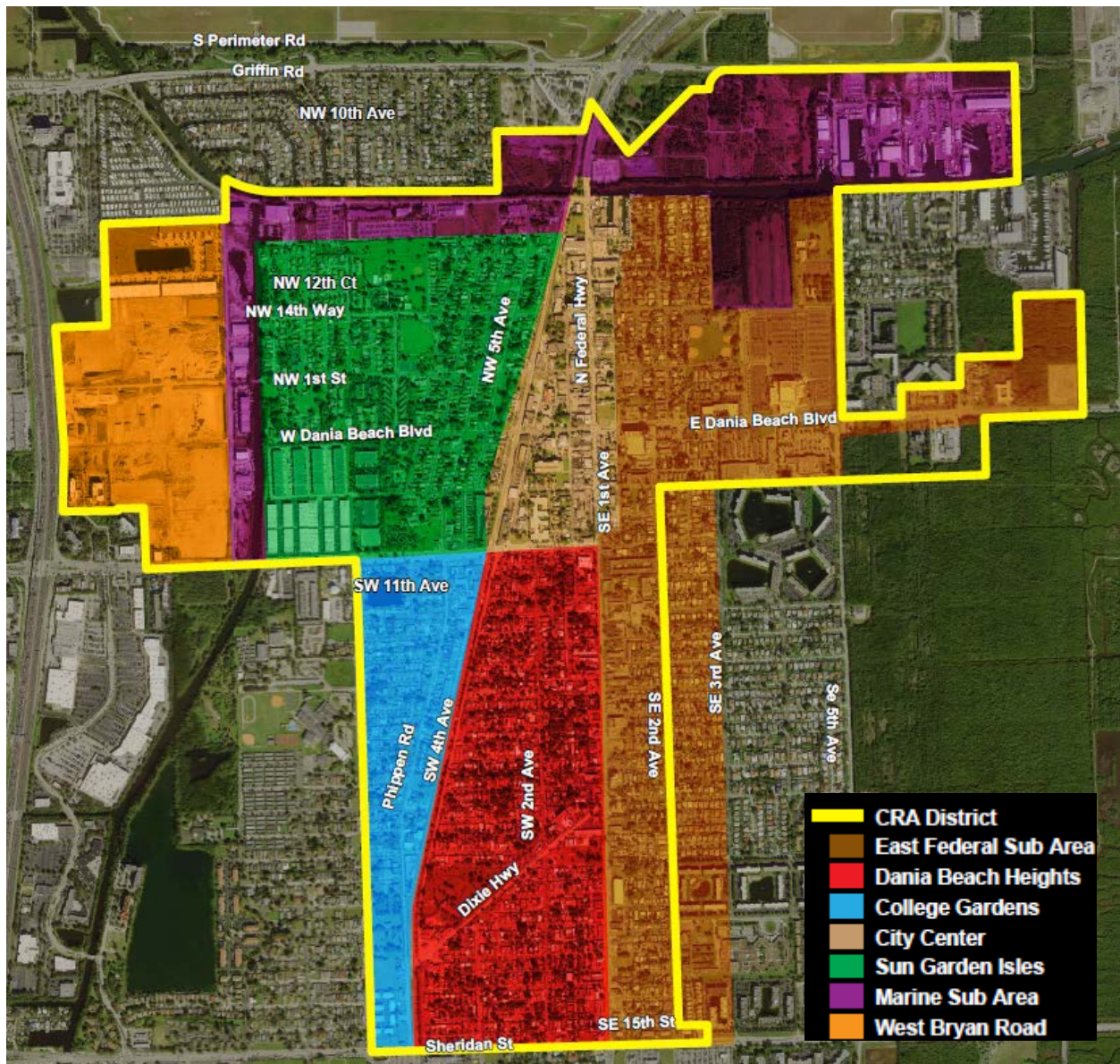


REDEVELOPMENT AREA

Redevelopment Area

Redevelopment Area Map

The CRA encompasses 1,349 acres. The CRA Plan includes separate sub-areas within the Community Redevelopment Area with strategic and compatible action steps to address specific issues related to economic growth and revitalization. Each sub-area is characterized by types of land uses, assets and future development plans based on the opportunities that exist including protection of our existing neighborhoods.



REDEVELOPMENT AREA

City Center (sub-area)

The historic downtown of the City of Dania Beach, once the center of commerce, is now envisioned to become an active mixed-use downtown with transit supportive densities and intensities where citizens can live, work, and enjoy a lifestyle primarily free of a car. It is also the primary center of civic and cultural activities. City Center is designed to encourage accessible, active, pedestrian-oriented living within walking distance while connecting Dania Beach to the major employment centers in South Florida. This connection will be further enhanced by the future regional rail transit along the FEC railway.



Artistic Rendering of the Hotel Morrison (above)
Dania Beach- Paul DeMaio Library (below)



REDEVELOPMENT AREA

East Federal Highway (sub-area)

This neighborhood is east of Federal Highway on both the north and south sides of Dania Beach Boulevard and reaches as far north as the Dania Cut Canal and south to Sheridan Street. It is an area that serves a transition between active commercial, entertainment, and higher value family residential areas. It has the potential for redevelopment due to large single-owner parcels of land, with easy access to the beach and Intracoastal.

Redevelopment will involve improved landscaping and swales, providing transition opportunities to protect the single-family areas east of Federal Highway, and the creation of connective and pedestrian oriented uses north of Dania Beach Boulevard to provide residents with housing choices, retail and service related businesses, and a walkable area for residents to connect to the city center/urban village.

The Place at Dania Beach plays a key role in the new urban planning concept adopted by the city for the East Federal Highway sub-area. Enjoy a new urban experience within the city, taking advantage of the existing infrastructure, shops, transit, and pedestrian traffic, making for a vibrant local community.



The Place at Dania Beach



REDEVELOPMENT AREA

Marine (sub-area)

Dania Beach is home to more than 300 marine-related companies due to its proximity to the Port, the Intracoastal Waterway, and the Atlantic Ocean. The Marine Industry is well established here with a full range of repair, service, and sales facilities that can accommodate anything from the recreational boater to mega-yachts. It is also on the forefront of marine technologies and research and is in close proximity to both the Nova Southeastern University Oceanographic Center, and the Florida Atlantic University Sea Tech Institute for Ocean Systems and Engineering.

The marine industry has a significant stronghold within the city, with direct access to the Intracoastal Waterway and Port Everglades. However the CRA continues to identify projects that can increase opportunities for working waterfronts, specifically along the Dania Cut-Off and C-10 canals as well as directly south of Port Everglades.



REDEVELOPMENT AREA

West Bryan Road (sub-area)

This area is slated for complete redevelopment into a mixed use shopping, office and entertainment district. Home to the former “Boomers” and Hurricane Roller Coaster it is now approved for over 1 million square feet of retail, 1,000 residential units, 300 hotel rooms and over 500,000 square feet of Class A office.

The development in question, Dania Pointe, is a 102-acre premier mixed-use development with retail and restaurants in addition to Class A offices, hotels, luxury apartments, and public event space. With 1,600 linear feet of frontage on 1-95 and immediate proximity to the Fort Lauderdale-Hollywood International Airport, Port Everglades Cruise Port, and the DCOTA Design Center, Dania Pointe’s sophisticated mix of shop, work, live, play and stay options will make it Broward County’s preeminent lifestyle destination. The first phase of Dania Pointe will have more than 100 stores and restaurants and is on track for a grand opening in 2018.



Dania Pointe (artistic rendering)



Best-in-Class Retail

Approximately 1 million square feet of exciting shopping and dining options



Ideal Corporate Headquarters

Centrally located between South Florida's major employment centers – Miami, Fort Lauderdale and Aventura, in a bustling and growing economic environment



Hospitality at its Finest

300 hotel rooms supporting the 15 million+ annual visitors to Greater Fort Lauderdale



Stylish Living

Up to 1,000 residential units offering the perfect 24-hour lifestyle setting just minutes from the beach, with access to all of central Florida



REDEVELOPMENT AREA

Neighborhoods (sub-area)

The primary focus on the neighborhoods is to maintain the overall single-family character and encourage infill single-family development, while creating transition areas from adjacent commercial activity. The existing neighborhoods have their own historic character in terms of development standards but should have better connectivity through Complete Streets and other programs.

The neighborhoods within the CRA include:

- College Gardens;
- Dania Beach Heights; and
- Sun Garden Isles.



DEMOGRAPHICS AND TAX-BASE

Demographics and Tax-base

Demographics

The following demographics are for the City of Dania Beach as a whole, but provide an important context for the economic strengths and opportunities available to the CRA.



- 1-mile to Fort Lauderdale/Hollywood International Airport



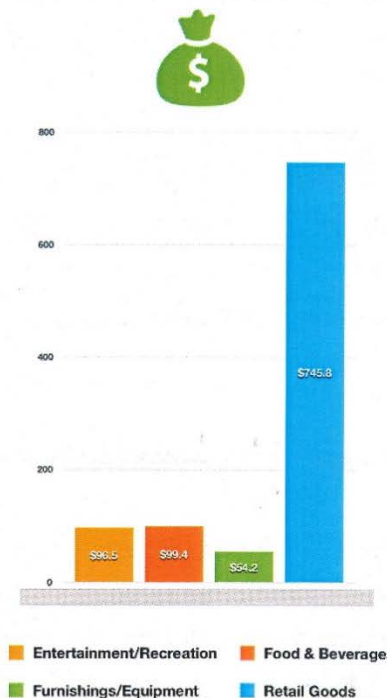
- 25-miles to Miami International Airport
- 2-miles to Port Everglades Cruise Terminal
- Adjacent to Tri-Rail Station



- Adjacent to I-95
- 2 miles to I-595



2015 Consumer Spending Patterns (millions)



2015 Trade Area Demographics



Population 82,700

Median Age 42.6

28%

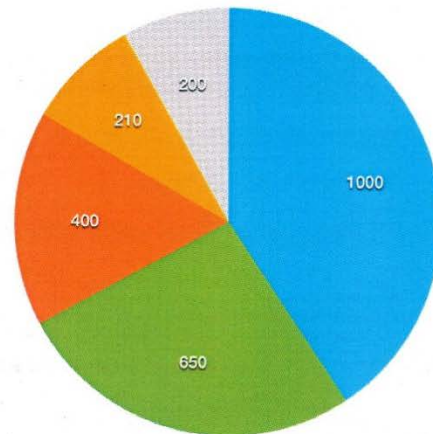
Bachelor's Degree or Higher



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 Downtown Dania Beach

Dania Beach Top Employers



- CHEWY.com
- Hull & Company
- Casino at Dania Beach
- AMO Star Center
- Magic Leap

DEMOGRAPHICS AND TAX-BASE

TOURISM

15.4 million	TOTAL 2015 VISITORS (includes International and Domestic)
3.4 million	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
\$14.2 billion	TOTAL 2015 VISITOR EXPENDITURES
	Domestic: \$11,052,463,000
	International: \$3,145,518,000
	Derived from 5% bed tax collected by area hotels.
79.1%	AVERAGE HOTEL OCCUPANCY

AIRPORT (2015)

26,941,671	TOTAL AIR PASSENGER ARRIVALS / DEPARTURES AT FORT LAUDERDALE / HOLLYWOOD INTERNATIONAL AIRPORT
670	DAILY AIRLINE ARRIVALS / DEPARTURES
28	SCHEDULED AIRLINES

SEAPORT (2014)

39	CRUISE SHIPS SAILING FROM PORT EVERGLADES
3.8 million	CRUISE SHIP PASSENGERS

PORT EVERGLADES VALUE OF ECONOMIC ACTIVITY (1,000)

Business Services Revenue	\$1,388,271	\$1,935,447	\$3,323,717
Related User Output	\$26,051,507	N/A	\$26,051,507
Total Value of Economic Activity	\$27,439,777	\$1,935,447	\$29,375,224

LOCAL PURCHASES (1,000)

Total Value of Local Purchases	\$468,086	\$186,483	\$654,569
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STATE & LOCAL TAXES (1,000)

Direct, Induced, Indirect	\$117,979	\$67,473	\$185,452
Related User Taxes	\$8,89759	N/A	\$8,89759
Total State and Local Taxes	\$1,007,739	\$64,473	\$1,075,212

DEMOGRAPHICS AND TAX-BASE

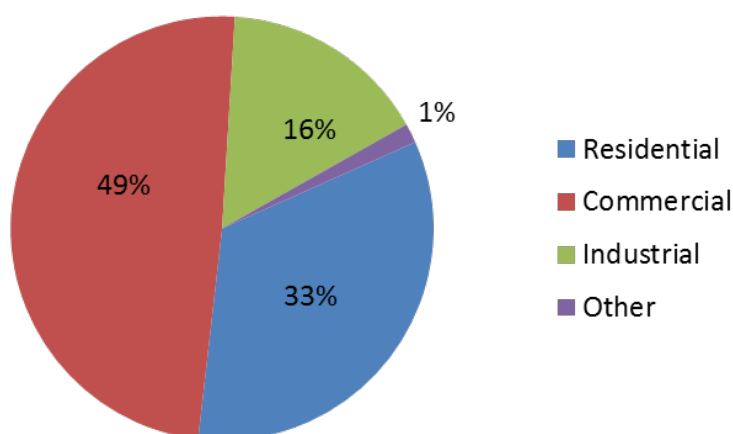
Tax-Base

The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1st of each year. While this report generally pertains to FY 2017 activity, the following section also includes FY 2018 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2018 due to strong growth in the residential and commercial market segments including new construction values associated with The Casino at Dania Beach (see the Taxpayer Concentration table below: Dania Entertainment Center).

TAXABLE PROPERTY VALUES						
TAX ROLL YEAR	FISCAL YEAR	A	% CHANGE OVER PRIOR YEAR	B	=A-B	
		TAXABLE VALUE		BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2017	2018	760,320,310	15.6%	555,988,910	204,331,400	100.9%
2016	2017	657,675,940	8.5%	555,988,910	101,687,030	102.7%
2015	2016	606,167,390	7.9%	555,988,910	50,178,480	735.6%
2014	2015	561,994,300	8.0%	555,988,910	6,005,390	116.8%
2013	2014	520,192,680	2.8%	555,988,910	(35,796,230)	28.3%
2012	2013	506,048,220	(3.1%)	555,988,910	(49,940,690)	(48.7%)
2011	2012	522,411,130	(6.9%)	555,988,910	(33,577,780)	(747.0%)
2010	2011	561,178,990	(15.0%)	555,988,910	5,190,080	(95.0%)
2009	2010	659,988,350	124.5%	555,988,910	103,999,440	(14.2%)
2008	2009	293,947,520	(5.7%)	172,715,440	121,232,080	(12.9%)

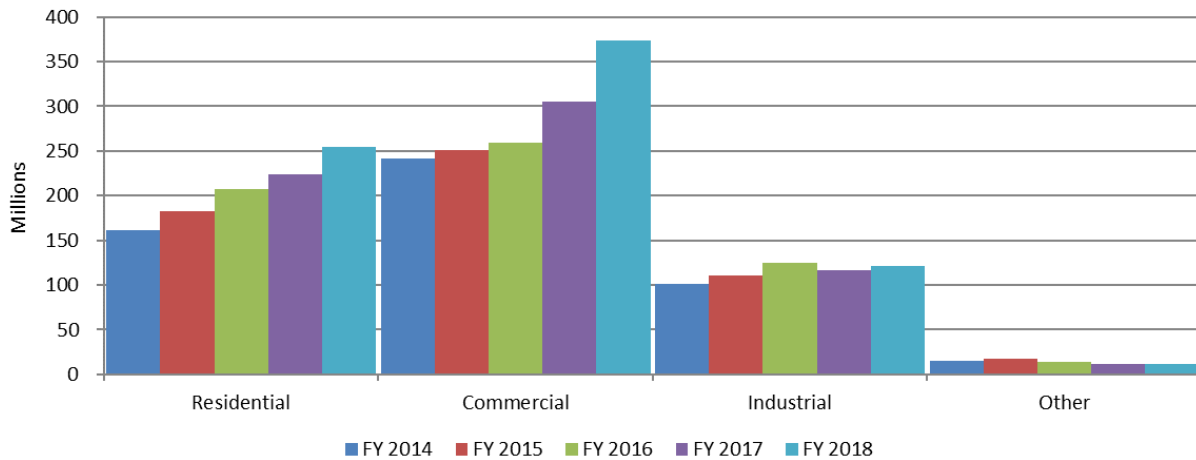
Taxable Values by Use Type

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 49%, 33%, and 16% of taxable value respectively.



DEMOGRAPHICS AND TAX-BASE

A balanced and diversified tax-base helps insulate the CRA from value declines occurring in particular market segments. The diversification has remained relatively stable for the five year period ending with FY 2018.



Taxpayer Concentration

An important analysis to consider when discussing property values pertains to taxpayer concentration, or more specifically, the percentage of total tax increment generated from the CRA's principal taxpayers. Taxpayer concentration is a measure of revenue risk for the CRA. A low taxpayer concentration indicates a diverse base of taxpayers and a stronger ability to adapt to the loss of any one taxpayer.

PRINCIPAL TAXPAYERS			
TAXPAYER	PROPERTY USE	FY 2018 TAXABLE VALUE	% OF FY 2018 TAXABLE VALUE
DANIA ENTERTAINMENT CENTER	COMMERCIAL; RESIDENTIAL	67,345,670	8.9%
DANIA LIVE 1748 LLC	COMMERCIAL; INDUSTRIAL	34,134,190	4.5%
BRE POLYGON PROPERTY OWNER LLC	COMMERCIAL	29,565,290	3.9%
BROWARD INTERNATIONAL COMMERCE	INDUSTRIAL; COMMERCIAL	27,608,320	3.6%
ROBERT D. DERECTOR & CO	COMMERCIAL	17,736,410	2.3%
STIRLING INDUSTRIAL PARK	INDUSTRIAL	17,642,400	2.3%
BEACHWAY LLC	COMMERCIAL	12,125,300	1.6%
760 TAYLOR LANE LLC	COMMERCIAL	9,039,250	1.2%
PALM BEACH POLO HOLDINGS INC	COMMERCIAL	8,150,910	1.1%
LUCKEY'S MOTEL INC	COMMERCIAL	7,882,780	1.0%
TOTAL		231,230,520	30.4%

REDEVELOPMENT INITIATIVES

Redevelopment Initiatives

The CRA Plan strategically and programmatically supports the CRA's Mission to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

The CRA Plan identifies five (5) Redevelopment Goals that guide initiatives towards achieving the CRA Mission:

1. To Enhance and Reinforce the CRA Sub Areas;
2. To Eliminate Substandard Housing and Provide Affordable Housing Alternatives ("Affordable Housing");
3. To Redevelop the CRA in a manner that is Energy Efficient and Sustainable ("Energy Efficiency and Sustainability");
4. To Attract Targeted New Industries and Retain and Expand Core Industries ("Business Attraction and Retention"); and
5. To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives ("Marketing").

The following section provides a narrative, by Redevelopment Goal, of initiatives undertaken in fiscal year 2017.

Goal: To Enhance and Reinforce the CRA Sub Areas

Chester Byrd Park Healthy Community Zone Designation

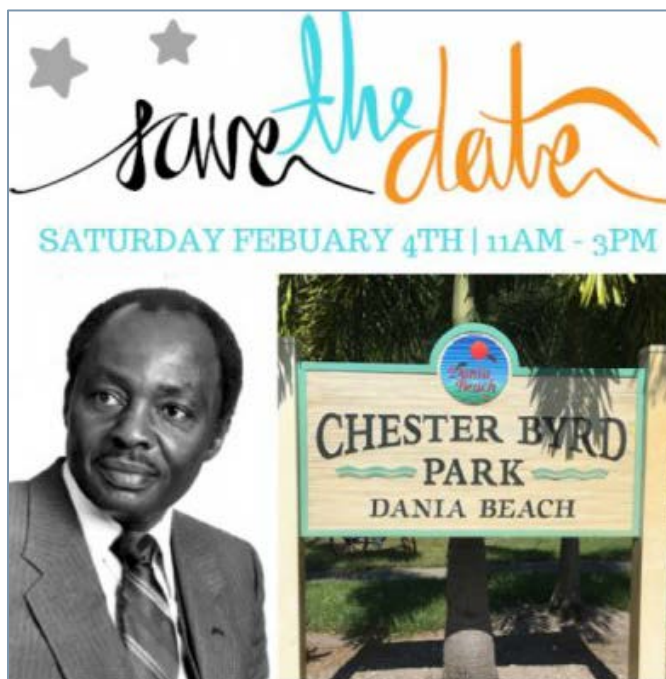
The Dania Beach CRA partnered with the Broward Regional Health Planning Council (BRHPC) which designated the neighborhood of College Gardens, and Chester Byrd Park, in line with the City's Healthy Community Zone designation. As part of the Healthy Community Zone initiative, the Dania Beach CRA and BRHPC conducted a series of surveys and did a walking audit with residents to determine barriers to active living, healthy eating, and the safety of the area to create an action plan



REDEVELOPMENT INITIATIVES

for improvements. Research studies revealed higher than average rates of diabetes and obesity in the area and that the neighborhood had been identified by the USDA as a “food desert” with limited access to fresh produce.

Chester Byrd Park, named after Dania’s first African American Mayor, was being underutilized and had been identified as a neighborhood “hot spot” due to loitering and perceived criminal activity. Residents were disappointed in the usage and aesthetics of the park since Mayor Byrd had a major hand in developing the park and was well-respected as an educator, athlete, and community champion. With installation of new fitness equipment, playground and shade coverings funded through BRHPC, the park began to transition. The CRA then worked with the Broward Sheriff’s Office (BSO) and Parks and Recreation to conduct a Crime Prevention through Environmental Design study to identify additional maintenance items and upgrades to make the park safer and more inviting. The CRA took the study and implemented several of the recommendations including removal of shrubs and overgrown plants to improve visibility in the park, opening of an additional eastern entrance to improve means of access, and a resurfacing of the walking trail within the park. An art installation was also done. A rededication event was held on February 4, 2017 during Black History Month to celebrate the renovated family-friendly environment to attract residents back to the park and educate them on the amenities, and reestablish the Park’s usefulness and safety.



REDEVELOPMENT INITIATIVES

The involvement of community partners was critical. With the help of BRHPC, Broward Sheriff's Office, Urban League, Feeding South Florida, Memorial Healthcare, Bike Safe Program, FLIPANY (healthy eating), GirlTrek (walking club), Healthy Mothers Healthy Babies, South Broward Community Health Center, Girl Scouts, College Gardens and Liberia Neighborhood Associations, the renovation, rededication and subsequent programming has been a success. Today, there is an established walking group that meets weekly and the fitness equipment is being used by local residents. There are also more children and mothers using the park and the playground equipment. Hard costs for the improvements to the park and the resources and activities for the event included.

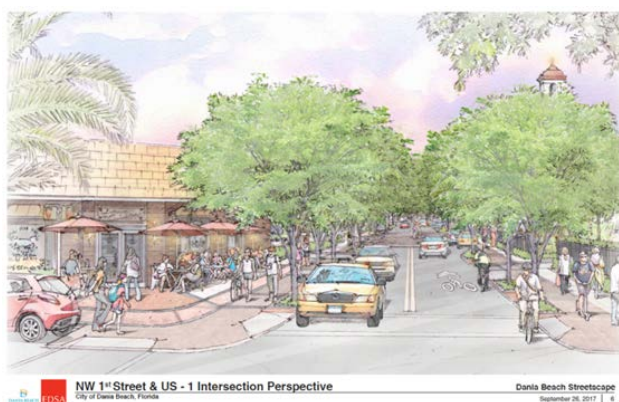


Investment

Dania Beach CRA and Parks and Recreation (50/50 split)	
Walking Trail Resurfacing	\$ 12,000
New Sod	8,000
New signage	500
City of Dania Beach (landscape maintenance and removal per CPTED)	In-kind
Feeding South Florida (8 pallets of food)	In-kind
BRHPC (Chester Byrd Portrait and interactive art panels/mural)	2,500
Art n' Soul (artist support)	In-kind
FLIPANY (Bicycle Fix It Station)	2,500
Dania Beach CRA (Event logistics/rentals/etc.)	2,000
Total	\$27,500

Partner resources leveraged

In-Kind (excluding City/CRA)	\$ 2,000
Hard Costs	5,000
Total	\$ 7,000

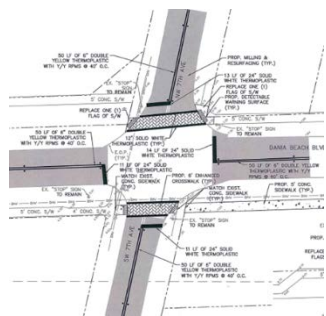


Complete Streets and Other Localized Initiatives Program Grant Application

In 2017, the CRA attained the services of EDSA, a local Planning, Landscape Architecture, Urban Design firm to design plans that would become the foundation for two of the city's Complete Streets grant applications to the Broward Metropolitan

REDEVELOPMENT INITIATIVES

Planning Organization (MPO) – with project budgets in excess of \$3.5 Million (combined). In September 2017, EDSA produced plans that focused on enhancements to NW 1st Street and NW 1st Avenue that would promote a rich, varied and safe pedestrian experience, within the Downtown City Center and Community Redevelopment Area. The proposed improvements will increase mobility, safety and vehicular functionality with visual identity in each corridor. The design area represents important corridors for the City of Dania Beach. The downtown gateway will serve as a catalyst for redevelopment. Funding for these projects is being considered by the MPO.



FDOT Transportation Alternatives Program Grant: CRA Multimodal Enhancements

In January 2016, the Florida Department of Transportation (FDOT) awarded a grant under the Transportation Alternative Program for multimodal improvements in the CRA, particularly in the Sun Garden Isles neighborhood. The funding for the grant includes: \$429,175 in Federal funds and \$90,614 in local funds for the construction phase; and \$51,501 in Federal funds for the construction engineering and inspection phase. The CRA is working with the City of Dania Beach Public Services Department to facilitate the grant. Although awarded in 2016, the grant milestones include Preliminary Phase and Initial Phase submittals due on February 27, 2017 and September 9, 2017 respectively. With those submittals currently accepted by FDOT, the CRA anticipates continued progress through the grant process.

Art Gallery and Exhibit

The Creative Arts Council Advisory Board in collaboration with the city and CRA hosts an open gallery which showcases a revolving exhibit of Fine Art in the Dania Beach City Hall Atrium. Local artists are featured and their artwork is put on display with guests having the option to purchase. This event is free of charge to the public. A reception is held and visitors have the opportunity to meet and greet with featured artists and local artisans. This event serves to draw residents and visitors to Downtown and offers a cultural event that enhances the community.



REDEVELOPMENT INITIATIVES

Goal: Energy Efficiency and Sustainability

PATCH Enhancements (Reset and Hydroponics System)



The PATCH, an urban farm and community garden created in 2012, is well known as one of the largest Market/Community Gardens in Broward County. Sitting on a 1.6 acre previously blighted vacant lot; the PATCH

exists in a food desert and provides locally grown non-GMO, pesticide free vegetables to the Dania Beach community. The farm is managed through a successful partnership between the CRA, the City of Dania Beach, and the Broward Regional Health Planning Council (BRHPC). Fiscal year 2017 saw the PATCH nursery refitted to accommodate cultivation of potted plants for sale at the market. Further enhancements came from Florida Introduces Physical Activity and Nutrition to Youth who installed a bike fix-it station at the PATCH, and BRHPC through the Healthy Community Zone grant provided a Little Library for PATCH visitors.



In 2017, PATCH underwent a Reset intended to redevelop the farm and introduce new systems to boost efficiency and yield more produce. To accomplish the 2017 Reset, staff and volunteers from various organizations filled 4,011 new jackpot growing bags with specially produced compost to grow vegetables and herbs. Over the years, the PATCH has benefited from over 3,800 volunteer hours. With only three daily part-time garden coordinators, the volunteer contribution from the community enables the farm to be well cared for, as upkeep is critical to its success.



A great enhancement to the PATCH in 2017 was the inclusion of a hydroponic system sponsored and facilitated by Lucky's Market, Orchard Supply, the Urban Farming Institute, and BRHPC. The hydroponic system yields an abundance of produce in small spaces. The hydroponic system accommodates 884 growing spaces

which is equivalent to two traditional garden plots. A single tower, for example, can yield 10 bunches of mustard greens or lettuce.

REDEVELOPMENT INITIATIVES

PATCH Apprenticeship Training Program

The CRA launched a forty-hour PATCH Apprenticeship Training Program (PATP) in July 2017. The Program was a collaborative effort championed by the CRA, BRHPC, SURG Consulting LLC and PATCH CAN. Apprenticeship participants developed the job skills that could lead to employment at local farmers markets, urban farms, and/or nurseries. The program offered opportunities for six (6) qualified participants from the Dania



Beach Community to receive training in urban gardening and farming and an immersive experience in the operation of an organic farm and market. Participants were taught about the importance of growing and eating locally produced vegetables and fruits for better health and longevity. They received thorough training on all farm tasks, creating a safe and welcoming environment, opportunities to learn from other farmers with different systems, and opportunities to assist at the farmer's markets and with PATCH sponsored community activities. This first of its kind in Broward County apprenticeship program provided participants the opportunity to discover how food production connects communities and builds health and wellness.

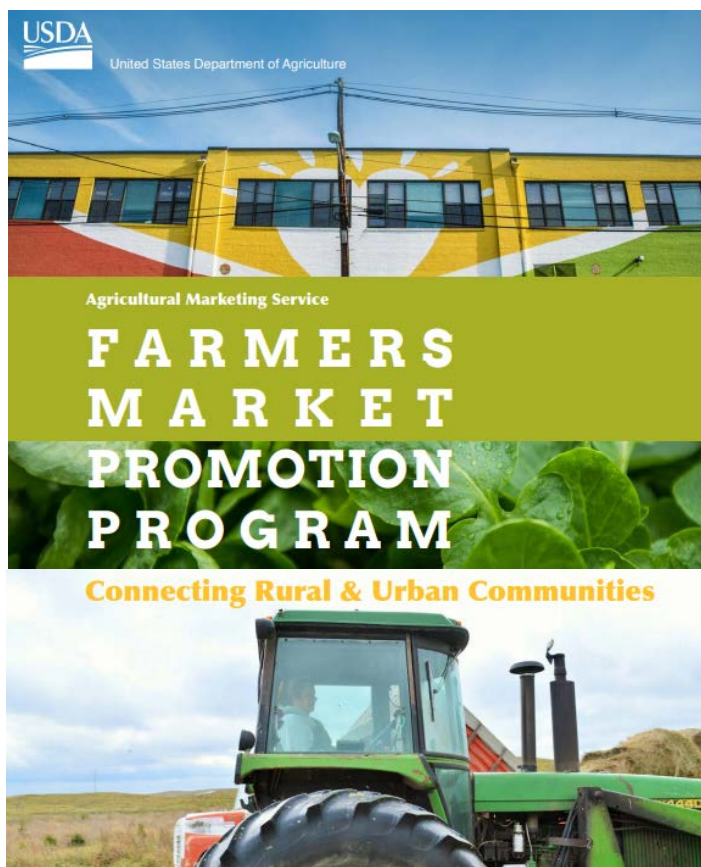


REDEVELOPMENT INITIATIVES

Farmers Market Promotion Program Grant

Recognizing a continued need to provide ways to improve nutrition and strengthen neighborhoods, the PATCH continues its mission to create and sustain community-supported agriculture programs. With the PATCH Reset commencing in 2017, the CRA applied for the Farmers Market Promotion Program grant through the United States Department of Agriculture (USDA), Agricultural Marketing Services (AMS) division. On September 27, 2017, the CRA received a letter from the USDA awarding a reimbursable grant in the amount of \$248,871.90 for the PATCH.

The focus of the grant is to increase consumption of, and access to, locally and regionally produced agricultural products and to develop new market opportunities for farm operations serving local markets. The grant also provides for agritourism activities and other direct producer-to-consumer market opportunities such as pop-up markets. Grant-funded personnel and community partners will contribute to administering this grant. These partners include Broward Regional Health Planning Council and Authentic Agriculture among others. The granting period is September 30, 2017, through September 29, 2020.



REDEVELOPMENT INITIATIVES

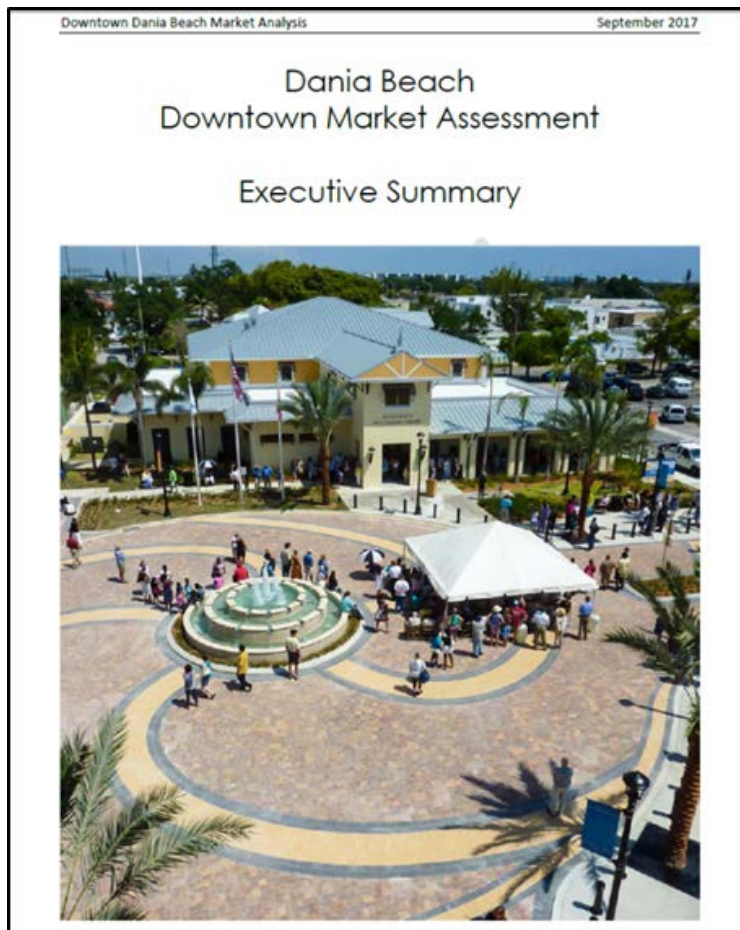
Goal: Business Attraction and Retention

Downtown Market Assessment

As Broward County continues to grow, the City of Dania Beach and the Downtown area has an opportunity to benefit from that growth. Currently, there is over \$1 billion being invested in Dania Beach by the private sector, and more companies and people are recognizing the opportunity and affordability that Dania Beach offers.

Downtown Dania Beach can position itself in the marketplace as an affordable location to live, work, and play. Accordingly, the CRA commissioned a Downtown Market Assessment in 2017. The market analysis provided a realistic assessment of the area's economic development potential and an overview of the constraints and opportunities influencing the five

drivers of economic development: labor, land, capital, markets, and regulation. The analysis found that the area needs an infusion of new housing, to create a 'healthy mix' of housing that responds to the market for affordable, workforce, mixed-use, market rate, and luxury product. Aesthetics also need to be improved, and perceptions of crime and poverty addressed. The analysis highlighted that there are many real estate development opportunities in the area, and active programs managed by the CRA and city to foster investment and economic development to increase the visitor/tourist market. This can be accomplished through the promotion of social offerings, activities, and gathering spaces that enhance competitiveness. The assessment recommends that the CRA identify opportunities to enhance educational partnerships for the local community and improve homeownership rates for existing and prospective residents.



REDEVELOPMENT INITIATIVES

City Center Development Request for Qualifications (RFQ)

After a few attempts over the past two to three years, the CRA again sought interest from the development community to redevelop in the Downtown City Center, specifically the City Hall site. This was expressed through a Request for Qualifications (RFQ) advertised on June 23, 2017 with responses due on September 22, 2017. The RFQ aimed to attract an experienced developer committed to the revitalization

efforts of the City and CRA, to enter into a public/private partnership to develop the City Center site as a mixed-use development to include office, retail, residential, and accessory uses. The minimum mandatory requirements set forth in the RFQ included a new City Hall building (onsite or offsite), park/open space, and green/sustainable elements. No proposals were submitted leaving the CRA to strategize about what may have caused the lack of responses. Subsequent to the submission deadline, developers have expressed interest possibly suggesting that a change in the market makes redevelopment of the site more feasible at this time.



Job Training Fair

In 2017 the CRA organized an event for Dania residents of all ages and incomes to become enrolled in one of a variety of job training programs. The initiative evolved from the CRA's involvement with the Greater Fort Lauderdale Alliance, which developed a "Skills Gap" study funded by J.P. Morgan Chase. The study showed that in a county with an unemployment rate of under 4%, such as Broward, pockets of low income and high unemployment exist. Barriers include a lack of: (a) accessible local training and support services; (b) middle skill pathways for lower skilled adults; and (c) public transit options. With more than 4,000 jobs of all types being created in Dania Beach by projects such as Dania Pointe, the CRA was compelled to take strong action to identify under/unemployed residents and match them with a full range of training opportunities.

On August 8, 2017, the CRA held a job training fair in the City Hall Atrium. More than 500 attendees participated in



REDEVELOPMENT INITIATIVES

the 3-hour training fair. Working with CareerSource, the CRA invited 22 training entities to participate and confirmed 12 exhibitors. A key exhibitor was Opportunities Industrialization Center of South Florida, a community training entity offering free job training programs including Project Lift, Pathways, and YouthBuild. The county's three technical colleges, Atlantic Technical Center, McFatter Technical College, and Sheridan Technical College were present. Additionally exhibitors included The Academy of South Florida; Sullivan & Cogliano; Concorde Career Institute; New Horizons Computer Learning Center; PC Professor; Ruby's Academy for Health Occupations; and South Florida Academy of Air Conditioning. Participants in the job training fair ranged from teenagers to two retirees seeking training for a second career. Discussions with exhibitors revealed the potential for local, in-Dania Beach training opportunities for residents. Additionally, CareerSource offers to pay 50 percent of any employer training that result in an employment contract.

Merchant Meetings and Business Surveys

One of the most effective business retention and expansion programs in Dania Beach has been a series of quarterly Merchant Meetings. In fiscal 2017 three meetings were held to address issues specifically identified through direct contact with merchants.

- Metropolitan Planning Organization (MPO): On November 17, 2016 the CRA invited Ricardo Gutierrez and Peter Gies, staff for the MPO's Complete Streets Advisory committee, to discuss community transportation issues such as how we deal with gridlock while accommodating pedestrians, bicyclists and parking needs. They shared the MPO's major initiative to stimulate community transportation planning in the county's 31 municipalities and discussed the difficulties in addressing deficiencies in cities such as Dania Beach, with thoroughfares platted more than a century ago. Merchants identified heavy congestion along Federal Highway and on-street parking as major issues they confront daily.
- Individual Store Marketing Techniques including Social Marketing: On February 16, 2017 the CRA sponsored an interactive discussion between merchants, CRA staff and the agency's marketing consultants, RMA. A recently completed merchant survey revealed that Dania Beach retail businesses face budget and other challenges in promotion. The CRA discussed co-marketing by listing on the CRA website, participating in coupon books at events such as the annual Arts & Seafood Celebration, and co-op newspaper advertising.



REDEVELOPMENT INITIATIVES

- **Small Business Finance:** On May 18, 2017 the CRA facilitated an engaging discussion of small business finance ranging from Small Business Administration 7A and 504 loans and standard lending options to credit-building techniques for startup ventures. Speakers included Diane Brody, BankUnited's Broward small business representative and MetroBroward's Michael



Carn. They discussed leveraging creation and execution of business financial plans with borrowing needs clearly identified and communicated into strong relationships with banks such as BankUnited.

The City of Dania Beach maintains a registry of more than 2,300 businesses throughout the city. During 2017 the CRA conducted an intensive effort to identify and personally contact 300 individual businesses within the CRA district on North and South Federal Highway and East Dania Beach Boulevard. CRA staff visited each business, confirming ownership and contact information. A survey was developed and administered. A total of 36 surveys were received and analyzed. The survey identified three key issues: parking (60%); dilapidated exterior appearance of some buildings (52%); and signage (40%). They expressed interest in CRA help with special events (70%) and joint marketing initiatives (55%).

Business Façade Grants

The CRA has administered grant programs to encourage business owners and tenants to improve the exterior appearance of their properties. The CRA Board granted exterior or façade grants of up to \$20,000 with a 20% minimum match by the business owner and interior grants of up to \$15,000 with a similar match. From 2011 to 2016, the programs utilized \$424,316 in CRA funds and businesses contributed \$345,126 in 21 separate projects.

In October 2016 the CRA recommended that: (1) the grant program be renamed to the Commercial Property Improvement Grant Program; (2) interior grants be eliminated; (3) exterior grants be considered based upon the linear frontage of the building; (4) grants be given to businesses on Federal Highway and East Dania Beach Boulevard; and (5) the match

REDEVELOPMENT INITIATIVES

amount be changed to a minimum 30% from the business owner. A maximum \$20,000 CRA grant would require the business owner to contribute a minimum of \$8,571.

The CRA Board approved and administered the following façade grants in 2017:

- Historic Dockers restaurant sought \$20,000 in grant funding for an exterior makeover to convey a new brand after a \$150,000 interior makeover. Plans included new integrated signage, window treatments, landscaping, awnings and other exterior design elements to unify the building's entranceway visible from US-1.
- Fifth Avenue Real Estate Investors sought exterior improvements that would help convert the former Collins Market to a modern child day care center. Plans called for \$20,000 in CRA funding and included new impact windows and front door, new and energy efficient lighting under a canopy, new paint for brickwork and exterior walls and minor landscaping to transform the building.
- Rainbow Realty, due to its linear frontage at 242 S. Federal Highway, was eligible for up to a \$10,000 grant. The project served to preserve the basic character of the South Federal neighborhood while modernizing and upgrading the commercial offices. Exterior treatments including storm proofed windows and doors, modern signage, new stucco work and exterior painting plus upgraded landscaping.
- Bake Shack was a newly established restaurant that submitted an application for a \$20,000 grant. The bakery owner sought to complete the transition to an iconic Dania Beach eatery with exterior treatments including awnings, landscaping, and signage plus creation of an outdoor dining area. The modifications were proposed in recognition of Bake Shack's proximity to a public park and open access from its immediate neighborhood.
- The board awarded a \$13,000 grant to Barbie Jo's to repair a destroyed awning, paint, and landscape the iconic antique shop.

To date, the Dania Beach CRA board has granted \$506,566 in total grant funds and business owner recipients have provided and additional \$375,283.

REDEVELOPMENT INITIATIVES

Goal: Marketing

International Council of Shopping Centers (ICSC)

In August 2017, the CRA represented Dania Beach at the annual ICSC Florida Conference at the Orange County Convention Center in Orlando. Each year the conference attracts thousands of the top developers, shopping center owners, and individual retail groups for a full schedule of presentations and panel discussions.



For the fifth consecutive year Dania Beach has maintained a presence at ICSC's "deal-making pavilion" with a display booth. In 2017, the presence of the Dania Pointe development in KIMCO's booth and the attractive display at the CRA booth resulted in a steady stream of inquiries over two days.

Broward County municipalities maintain a presence, including Coconut Creek, Fort Lauderdale, Hollywood, Hallandale, and the Dania Beach booth assured an equal place in conversations with prospective dealmakers. During slower periods the CRA was able to preschedule appointments with developers and retail entities to discuss expansion to Dania Beach, including opportunities to open new businesses.

The CRA created and distributed more than 200 folders with information about opportunities in Dania Beach and scheduled several discussions or meetings with interested developers and retailers.

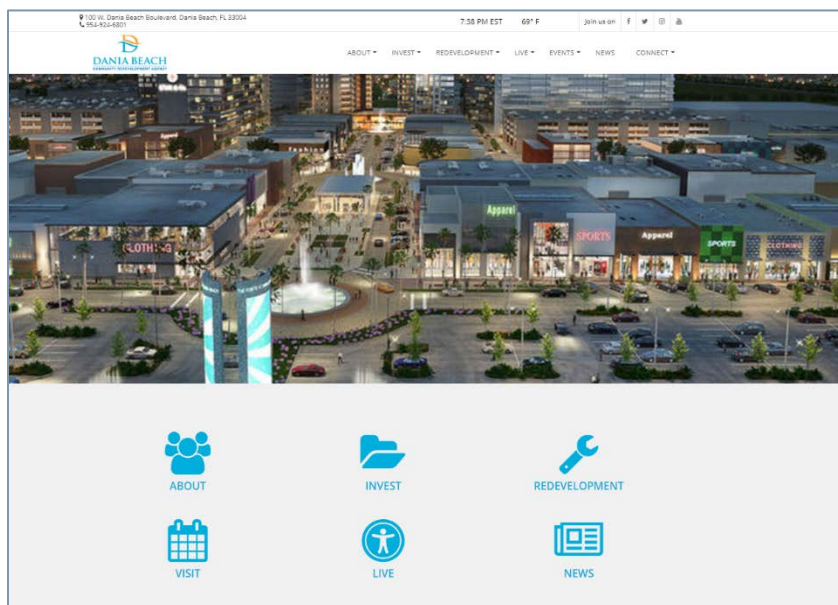
REDEVELOPMENT INITIATIVES

CRA Website Launch

In 2017 the Dania Beach CRA developed and launched a new website, designed to be responsive and adaptive to all mobile devices.

The Content Management System was optimized to provide the CRA with ease of use, flexible control in content changing, updating, scheduling as well as the ability to add and remove pages based on their relevancy.

We also incorporated a program that had a strong database component to allow our site to grow based upon future objectives, such as the potential to allow Dania Beach businesses a single location spot to share their success, thereby making it easy for investors to quickly see how attractive Dania Beach is for future growth. The new website also provides a seamless transition to the city's website, linking important information such as meeting and events, while offering seamless navigation with all economic development information in one spot.



Neighborhood Ambassador Program

The Dania Beach CRA launched its 2017 Neighborhood Ambassadors event series to educate and engage local residents in the revitalization efforts of Downtown Dania Beach. The innovative networking Program was developed to instill community pride, grow a strong database of people interested in the city, create a group of frontline marketers for the city who spread the word and

promote community development. The Ambassadors also serve as volunteers for various CRA and city events. The 2017 event series had over 975 attendees and resulted in an increase of civic involvement. Collectively, over 200 people volunteered approximately 500 hours at various CRA events. Ambassadors are the emerging leaders in the city that help the CRA grow engagement, share ideas, and champion innovation. Ambassadors are the reason

REDEVELOPMENT INITIATIVES

Dania Beach is more than a city as they encourage a sense of community. Through the Neighborhood Ambassador Program, a deeper connection between the city, CRA, its residents, and businesses is fostered. Ambassadors focus on increasing engagement and awareness about the CRA's activities and events, developments. The program won first place for *Community Outreach Program* at the 2017 Florida Festival and Events Association Conference.

Our Ambassadors 2017 Journey:

- Sneak preview access to the newly opened Casino at Dania Beach, Stage 954 VIP Lounge and Event Venue.
- Visit to The Holocaust Documentation and Education Center (partner with the Smithsonian Institute).
- Hosted event at The Place at Dania Beach, a mixed use development in the heart of Dania Beach's downtown. This provided Ambassadors with a sneak preview of the building and its amenities. Nearly 225 Ambassadors participated in the tours and two units were actually pre-leased during the event.
- Tour of the STAR Center.
- Restaurants that have hosted Neighborhood Ambassadors in the past such as Dockers and Paradise Tiki Bar, have reported increased sales the day of and after the event.
- Approximately 100 Neighborhood Ambassadors have volunteered around 400-hours at the CRA's annual Arts and Seafood Celebration.
- Public attendance at CRA Board meetings has doubled over the past year.



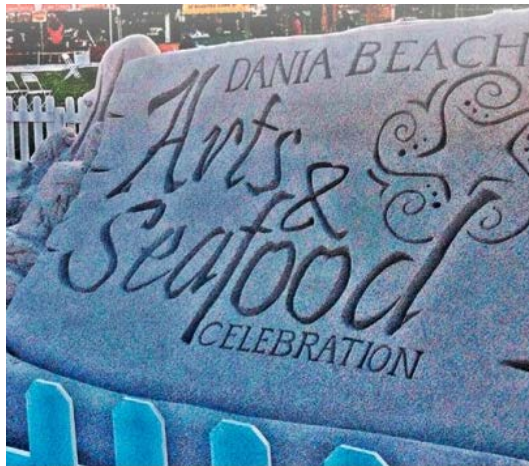
Arts and Seafood Celebration

A need to create a sense of community, encourage economic opportunity, and expand creative potential, led to the development of an Annual Dania Beach Arts and Seafood Celebration in 2013. Each year this annual outdoor event exceeds expectations attracting thousands to the city for an enjoyable and unique Dania Beach experience, while showcasing the positive revitalization occurring in Broward's First City and providing great economic activity for businesses and the community. This marketing event has collectively attracted over 100,000 visitors during its first five years and has won 23 Florida Festival and Events Association State

Awards. 2017 was our best year in terms of attracting close to 25,000 people to the event.

REDEVELOPMENT INITIATIVES

The event won seven (7) Florida Festival and Events Association Awards, and the social media campaigns, especially through Facebook, saw unprecedented reach as the CRA built our marketing strategy to specifically focus on the “image” of Dania Beach as a fun, family-friendly, arts town, open for business. With over 729,000 impressions on event content and over 23,000 engaged users sharing event posts and talking about Dania Beach, the Dania Beach brand was up 60% from 2016. The favorable economic impact of the CRA sponsored Arts and Seafood Celebration can be evidenced by the increased public awareness and the interest in investments now being seen in the city. This marketing event has proven to be a great promotional tool for the City of Dania Beach, and engendered community pride.



FINANCIAL STATEMENTS

Financial Statements

The CRA Annual Report for the fiscal year ending September 30, 2017, has been prepared in accordance with F.S. §163.356(3)(c) and 163.387(8).

- F.S. §163.356(3)(c)

This Annual Report has been prepared in accordance with F.S. §163.356(3)(c) including a report of activities for the preceding fiscal year, a financial statement setting forth its income/operating expenses, and a notice of publication in a newspaper of general circulation within our city that informs stakeholders of its availability.

- F.S. §163.387(8)

Within the context of Financial Reporting, the Dania Beach Community Redevelopment Agency is considered a component unit of the City of Dania Beach and is included in the city's Comprehensive Annual Financial Report ("CAFR"). Specifically, the CRA Redevelopment Trust Fund is reported as a Major Fund within the CAFR.

The Financial Statements included herein are sourced from the city's CAFR for the fiscal year ending September 30, 2017. The CAFR is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the city's website at:

<http://www.daniabeachfl.gov/2492/Budget-Financial-Reports>

FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA

BALANCE SHEET (UNAUDITED)

GOVERNMENTAL FUNDS

SEPTEMBER 30, 2017

	Community Redevelopment Agency
ASSETS	
Current Assets:	
Cash, cash equivalents and investments	\$ 570,215
Receivables, net:	
Customer/other, net	8,500
Total assets	<u>\$ 578,715</u>
LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES	
Liabilities:	
Accounts payable and accrued liabilities	\$ 59,602
Due to other funds	1,368
Deposits	125
Total liabilities	<u>61,095</u>
Fund balance:	
Committed for:	
Community redevelopment	517,620
Total fund balances	<u>517,620</u>
Total liabilities, deferred inflows, and fund balances	<u>\$ 578,715</u>

FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA

STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES (UNAUDITED)

GOVERNMENTAL FUNDS

FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2017

	Community Redevelopment Agency
REVENUES	
Interest earnings	\$ 19,032
Miscellaneous	95,115
Total revenues	114,147
EXPENDITURES	
Current:	
Community redevelopment	1,066,572
Total expenditures	1,066,572
Excess (deficiency) of revenues over (under) expenditures	(952,425)
OTHER FINANCING SOURCES (USES)	
Transfers in	1,289,170
Transfers out	(399,170)
Total other financing sources (uses)	890,000
Net change in fund balances	(62,425)
FUND BALANCES (DEFICIT), BEGINNING OF YEAR	580,045
FUND BALANCES (DEFICIT), END OF YEAR	\$ 517,620



To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: March 13, 2018

Re: Request to Authorize Application Window for Commercial Property Improvement Grant

For over six years, the Dania Beach Community Redevelopment Agency (“CRA”) has provided various grant programs to assist property owners with making improvements to their property and/or place of business. Through Façade Improvement, Merchant Assistance, and Commercial Property Improvement Grants, the CRA has aided businesses with interior and exterior improvements that serve to enhance business viability, economic investment and aesthetic appeal in critical commercial corridors within the Community Redevelopment Area.

At the October 10, 2016 CRA Board meeting, the Board authorized the sunset of the Façade Improvement and Merchant Assistance Grants, and the creation of the Commercial Property Improvement Program. At that time, the CRA Board authorized the following recommended revisions:

1. Maximum grant amounts on a sliding scale from \$10,000 to \$20,000 dependent on the linear square footage of the frontage of the property;
2. Limit eligibility to Federal Highway and Dania Beach Boulevard;
3. Applicants are required to match a minimum of 30% of the project cost instead of 20%;
4. Properties that have received the maximum grant funding through any CRA program over the past 5 years are not eligible. An applicant may reapply after the 5 year period, or prior to for the remainder of the maximum grant amount;
5. Eligible improvements are limited to the exterior of properties only; and,
6. Program is authorized annually, based on availability of funding.

A listing of all grants awarded and completed is attached.

The grant application and approval process may require several weeks to months depending on the capacity of the business owner to submit all relevant documentation and the CRA Board meeting schedule. Therefore, applications submitted toward the end of the fiscal year may not be approved and authorized for funding until after the start of the new fiscal year. Grant applications and associated funds that are not approved (or encumbered through creation of a purchase order) within the current fiscal year do not carry forward to the next fiscal year.

While there is continued verbal interest in the Commercial Property Improvement Grant Program, many potential applicants decline to follow through on completing the grant application in a timely fashion as grants may be submitted on a rolling basis. The CRA is unable to project usage of available funds over the course of the fiscal year with an ongoing application window.

Creating a grant application window would allow the CRA to better facilitate the grant application and approval process within a given fiscal year without negatively impacting the ability of applicants to take advantage of the program. An annual eight month application window of October 1st through May 31st would allow the CRA to plan appropriately from an administrative and budgetary perspective.

Recommendation:

The CRA Executive Director recommends that the CRA Board authorize a revision to the Commercial Property Improvement Grant to allow for an eight month application window of October 1st through May 31st every fiscal year as funds are available.



Dania Beach Community Redevelopment Agency (DBCRA or CRA) COMMERCIAL PROPERTY IMPROVEMENT GRANT PROGRAM

About the Program

The DBCRA Commercial Property Improvement Grant Program is an incentive program available to businesses located within the CRA priority area along US-1/Federal Highway and Dania Beach Blvd from SW 5th Avenue to Gulfstream Road. The purpose is to substantially improve the visible appearance and street presence of properties as well as enhance the functionality of businesses within the DBCRA priority area.

Through this program the DBCRA may provide grants up to \$20,000 based on the Funding Guidelines below. All grant recipients are required to provide a minimum 30% match for their project. The Commercial Property Improvement Grant Program (Program) is subject to funding availability. All applications will be scored by CRA Staff based on the specific criteria specified herein and in the event that multiple completed applications are received within a 30 day window, the highest scoring applications shall prevail.

Eligibility Criteria

- a. Property must be located within the Dania Beach CRA priority area.
- b. Primary and principle property use must be commercial. Residential uses are ineligible.
- c. Exterior improvements must adhere to the City of Dania Beach Building Code and Zoning Regulations and all Federal, State, and Local Requirements.
- d. Improvements must support the objectives and goals of the Dania Beach CRA Redevelopment Plan.
- e. Properties "for sale" or listed on the MLS at the time of application are not eligible.
- f. Property Owners may not reapply if they have received the maximum funding amount within a 5 year period under this or any other grant program administered by the Dania Beach CRA.
- g. The property's use must be a legally conforming use per the City of Dania Beach Zoning Code.
- h. Property to be improved must not have any delinquent ad valorem taxes, be free of all municipal and county liens, judgments and encumbrances of any kind. This provision can be waived by the CRA Board if development plans for the property meet the goals and objectives as set forth in the Dania Beach CRA Plan, as determined by the Board. Upon grant approval, the property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the Grant Program.

Funding Guidelines

- a. Maximum Award Amount - The DBCRA is making available to commercial and/or mixed use properties within the CRA priority area matching grants for improvements up to a maximum grant award as follows:
 - For properties with more than 60 feet to 120 feet of priority area street frontage - **Up to \$20,000**
 - For properties with 60 feet or less of priority area street frontage - **Up to \$10,000**

The intent is to encourage multiple property owners within a priority area to engage in property improvements simultaneously and in areas where public investment has or is planned to occur.

Example

Total Project Cost	Owner Responsibility	CRA Grant Amount
\$25,000	\$7,500 (30%)	\$17,500

**Example based on a property with 75 feet of frontage – max. Award \$20,000*

- b. Applicants applying for funding below the maximum award amount may reapply, but are only entitled to the total maximum amount within a 5 year period of initial approval. However, if a property has already received funding to the maximum amount, said Applicant may not reapply for the Program or any other grant program administered by the DBCRA for a period of 5 years.
- c. Applicants are required to match the grant award with a minimum of 30% of the project costs. Only after the Applicant has paid the match amount will the CRA begin disbursement of grant funds.
- d. Properties that are sold or transferred or if there is a change of use within twenty-four months of receiving grant funding, the Applicant must repay the full amount of the Program grant. A Declaration of Restrictive Covenants shall be recorded by the CRA against the property in order to secure the CRA's right of repayment.
- d. Program Grant Agreement and the Declaration of Restrictive Covenants shall be executed within (30) days following approval of the grant by the CRA Board.
- e. Building Permit applications must be submitted within sixty (60) days following execution of the grant Agreement and construction to begin immediately after permit approvals
- f. Executed Declaration of Restrictive Covenants must be recorded in the Broward County public records and a recorded copy provided to the CRA within ten days of receipt of the executed Program Grant Agreement. No Grant funds will be disbursed for the project before this is done.

Eligible Expenses

Eligible expenses are those reasonable costs associated with undertaking a substantial facade improvement and/or substantial site improvements that are visible from a major corridor or street within the priority area. Eligible expenses include design, permitting, labor and materials related to construction or installation of eligible improvements. The following are eligible improvements to be funded under the Program:

- a. Eligible Improvements:
 - ✓ Façade Improvements
 - ✓ Landscaping (trees, shrubs and perennials)
 - ✓ Signage
 - ✓ Awnings
 - ✓ Impact resistant windows
 - ✓ Parking lot improvements
 - ✓ Exterior Painting and repair
 - Any other site or building improvements complimentary to the above
- b. All work must be performed in a first class workmanlike manner in compliance with ordinances and regulations of the City of Dania Beach, and must meet all building and other applicable codes, including state and federal regulations.
- c. To be eligible for this grant, Applicants must undertake a comprehensive improvement project undertaking 2 or more of the eligible improvements.
- d. Due to limited funding, CRA Staff will evaluate the submission and may request additional improvements to make projects more comprehensive prior to CRA Board consideration.

Ineligible Expenses

Ineligible expenses include general maintenance items; parking lot repairs (not related to a comprehensive improvement of the overall appearance of the property); Roofing; air conditioning systems and ductwork; interior repairs or renovations; or correction of code violations, and; ADA compliance except in limited instances where these expenses are mandated as part of eligible improvements by the City of Dania Beach Community Development Department. Any improvements undertaken prior to execution of the Program Documents will be ineligible for reimbursement

Scoring Criteria

Scoring for applications that are received by the CRA shall be based upon a 100 point value system.

- a. Location - 20 Points
Businesses located along US-1/Federal Hwy in the core of the City Center/Downtown area from NW 2nd Street to Stirling Road, and on Dania Beach Blvd from SW 5th Avenue to NE 3rd Avenue shall receive the maximum points allotted in this category. Businesses that are outside of these priority areas shall receive a maximum of 10 points.
- b. Use of Sustainable Materials - 20 Points
Sustainable materials might include for example xeriscaping, energy efficient lighting, environmentally sensitive paint or other types of sustainable or green initiatives. The maximum number of points allocated for this category means that the applicant has incorporated numerous green initiatives into their design.
- c. Comprehensiveness of Property Improvement – 20 points
Businesses undertaking both property and façade improvements or substantial renovations to one or the other shall receive maximum points. Points less than 20 will be allocated based on the level of the improvement and its contribution to the street presence and visibility of improvement.
- d. Other Renovations and Business Improvements Outside of CRA Incentives - 20 points.
If an Applicant contributes funding, (see table below for contribution point scale) above the required 30% match in order to make additional improvements to their business, they may receive up to 20 incentive points.

CONTRIBUTION POINT SCALE

POINTS	EXTRA CONTRIBUTION AMOUNT
5	\$2,500 - \$4,999
10	\$5,000 - \$9,999
15	\$10,000 - \$14,999
20	\$15,000 and above

Step 1: Application Process

- a. Schedule an appointment with Dania Beach CRA Staff to discuss potential project and make sure it meets Program intent. Please call (954)924-6801 or e-mail dmurphy@daniabeachfl.gov.
- b. Submit a completed application with a check for \$250.00 made payable to the City of Dania Beach for zoning reviews. Incomplete applications will not be considered for funding until a complete application and all supporting documents are received by the DBCRA. Applications must be signed by the fee simple owner of the property; tenants and/or other occupants are ineligible to participate in the Program and are prohibited from filing an application on behalf of an owner, unless otherwise authorized, in writing, by the property owner.
- c. DBCRA will complete the application review within 30 days of receipt and notify Applicants of any missing information or deficiencies in terms of eligibility for the Program.
- d. Upon determination of completeness and eligibility CRA Staff will place the Application on the next available CRA Board agenda for consideration. The CRA Board meets monthly on the 2nd Tuesday of the month at 6:00 p.m. in City Commission Chambers.
- e. Applicants are strongly encouraged to attend the CRA Board meeting. The decision(s) of the DBCRA Board shall be final.
- f. Applicants not approved may apply again with modifications. A fully executed and accepted Program Grant Agreement between the DBCRA and the Applicant, together with the Declaration of Restrictive Covenants shall be executed within 30 days of DBCRA Board approval and shall serve as a Notice to Proceed.
- g. Project commences and is completed within 9 months of Program Agreement execution.
- h. Should project delays arise, it is at the discretion of the CRA Executive Director to grant no more than one 6 month extension to the Agreement prior to its expiration. Extensions will not be considered once the Agreement has expired.

Step 2: Construction/Payment by the CRA/City of Dania Beach:

- a. If your contractor agrees to wait for payment until a check is issued by the CRA of Dania Beach, you must submit an invoice for the work for both you and your contractor, a letter from you indicating the work is complete and that you are satisfied with the job.
- b. If your contractor(s) requires payment upon completion of the work you must pay the invoice. You may then provide the CRA/City of Dania Beach with the paid invoice and/or a copy of both sides of the cancelled check. It is also recommended that you obtain a release from your contractor in consideration of final payment.
- c. A CRA/City of Dania Beach staff member will visit the property and take photographs of the completed project. A check will be issued in the Applicants name.

PLEASE READ THE FOLLOWING PRIOR TO APPLICATION SUBMITTAL

- The application must include **all** of the following items: Photographs of current condition of site and structures; architectural renderings of proposed façade improvements in color; a detailed outline of all proposed improvements with cost estimate, and; a Compact Disk or other electronic devise containing copies of all required documents. If any components of the project pertain to paving, fencing, landscaping, etc., a survey showing location of work shall also be required.
- Owners of properties that are for sale may not apply for grant funding. Properties sold within twenty-four months of receiving grant funding **must repay the full grant amount**.
- After approval by the CRA Board, the CRA will provide the Applicant with an approved Grant Agreement and Declaration of Restrictive Covenants for signature. The property owner shall not

begin construction (Grants cannot be applied retroactively for work previously completed) until the Grant Agreement and Declaration of Restrictive Covenants is signed by all parties and the Declaration has been recorded in Broward County public records. Improvements completed prior to approval by the CRA Board, will not be eligible for reimbursement.

- If deemed necessary, the CRA reserves the right to have the application and its contents evaluated and analyzed by an outside third party including but not limited to; the proposed business plan, partnership/ownership information with equity positions, mortgage on the property, lease agreements, letter of Intent from lending institution and any other documents provided by the Applicant.
- If your site plan or application request includes landscaping, the landscaping must consist of species and varieties of native plants that are drought tolerant require little irrigation and withstand the environmental conditions of Dania Beach. Irrigation systems must prevent over spray and water waste and it is recommended a drip irrigation system be installed.
- Property to be improved must not have any delinquent ad valorem taxes, be free of all municipal and county liens, judgments and encumbrances of any kind. This provision can be waived by the CRA Board if development plans for the property meet the goals and objectives as set forth in the Dania Beach CRA Plan. Upon grant approval, the property must remain free of all municipal and county liens, judgments or encumbrances of any kind under the term of the agreement.

I have read completely and understand the program requirements, including the application guidelines and grant reimbursement process.

Signature

Date_____

Printed Name and Title

COMMERCIAL IMPROVEMENT GRANT PROGRAM CHECKLIST

- ☐ One (1) hard copy and one (1) electronic copy of the completed application with check for \$250.00 made payable to the City of Dania Beach
- ☐ Photographs of current condition of site and structures.
- ☐ Architectural renderings of proposed façade improvements in color.
- ☐ A detailed outline of all proposed improvements with three (3) quotes from a licensed contractor.
- ☐ If any components of the project pertain to paving, fencing, landscaping, etc., a survey showing location of work is also required.
- ☐ Applicant acknowledges that the property to be improved does not have any delinquent ad valorem taxes and is free of all municipal and county liens, judgments and encumbrances of any kind.
- ☐ Applicant acknowledges that properties that are sold within twenty-four months of receiving grant funding must repay the full amount of the grant and that a **lien** shall be recorded by the CRA against the property in order to secure the right of repayment.
- ☐ Cancelled check of payment to contractor/GC (your 30%). The CRA must receive proof of payment of your 30% via a cancelled check within fifteen (15) days of project start (prior to first payment from the grant)
- ☐ Both the CRA Commercial Improvement Grant Program Application and Program Agreement have been signed.
- ☐ Preliminary schedule for completion of improvements
- ☐ Copy Authorized Agent letter (or other documentation) if applicant is not the owner
- ☐ Copy of Business Tax Receipt
- ☐ Completed W-9 Form for payee

Signature

Date

Printed name and Title

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
COMMERCIAL IMPROVEMENT PROGRAM APPLICATION

Date of Application_____

1. Property Address:_____

2. Name of Applicant:_____

3. Address of Applicant:_____

Phone: ()

Fax: ()

Email:_____

4. Does the applicant own property? Yes No

5. Indicate the owning entity of the property (i.e. name on property title)

6. Project Description:_____

7. Total Project Cost_____ **Total Funding Request**_____

Authorized Representative (Property Owner or Agent):

Signature

Date

Print Name and Title

**If application is signed by authorized agent, please provide proof through notarized letter, articles of incorporation or some other form acceptable to DBCRA legal counsel.*

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: March 13, 2018
Re: City Center Redevelopment Charrette

After a few attempts over the past two to three years, the Dania Beach Community Redevelopment Agency ("CRA") again sought interest from the development community to redevelop in the Downtown City Center, specifically the City Hall site. This was expressed through a Request for Qualifications ("RFQ"), the most recent being advertised on June 23, 2017 with responses due on September 22, 2017.

The RFQ aimed to attract an experienced developer committed to the revitalization efforts of the City and CRA, to enter into a public/private partnership to develop the City Center site as a mixed use development to include office, retail, residential and accessory uses. The minimum mandatory requirements set forth in the RFQ included a new City Hall building (on or offsite), park/open space and green/sustainable elements. No proposals were submitted.

At the September 12, 2017 CRA Board meeting, the Board authorized an agreement with Redevelopment Management Associates ("RMA") to provide public-private consulting services for the City Center project in a not-to-exceed amount of twenty-five thousand dollars (\$25,000.00) for Fiscal Year 2017-2018. Subsequent to this approval and with no RFQ responses, the CRA Board decided not to move forward with this agreement. However, funding remains available in the Professional Services General Account Number 106-52-01-552-31-10.

At the CRA Board workshop on February 26, 2018, members of the CRA Board expressed interest in revisiting redevelopment of the City Hall site and suggested that a workshop be scheduled to discuss options. The CRA Executive Director then suggested that the CRA explore a design charrette process.

A design charrette is an intensive planning technique where citizens, designers and others collaborate on a vision for development via workshops. It provides a forum for ideas, feasibility, and offers the unique advantage of giving immediate feedback. More importantly, it allows everyone who participates to be a mutual author of the plan. This process had not been applied to guide previous iterations of the City Center Development RFQ and may prove useful in creating a concept with input from various stakeholders including elected officials, residents, community members, developers, designers, business owners, CRA and City staff.

Recommendation:

The CRA Executive Director recommends that the CRA Board authorize the solicitation of an architectural/urban design firm to facilitate a charrette and design plan for redeveloping the City Hall/Downtown City Center site utilizing existing funding for professional services.