AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, JUNE 12, 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. 2018 Arts and Seafood Celebration: Post Event Report

2. Dania Beach City Center Redevelopment: Developer Focus Group - July 10, 2018

3. Dania Beach City Center Redevelopment: Community Charrette - July 23, 2018

4. PRESENTATIONS

5. CONSENT AGENDA

1. Minutes:
   Approve Minutes of the May 8, 2018 CRA Board Meeting

2. Travel Requests: None

3. RESOLUTION NO. 2018-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE 2019 ARTS AND SEAFOOD CELEBRATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4. RESOLUTION NO. 2018-CRA-010

   A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE DANIA AFTER DARK DOWNTOWN MONTHLY ART WALK; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. "At Home Dania Beach" Residential Revitalization Program

2. West Dania Beach Boulevard Railway Crossing Improvements

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

1. *Housing Broward An Inclusive Plan* by Coordinating Council of Broward

10. ADJOURNMENT

100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

Memorandum

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: June 12, 2018

Re: **2018 Arts and Seafood Celebration Report**

The 2018 Dania Beach Arts and Seafood Celebration (DBASC) originally scheduled for two days, May 19th and 20th, was held on one day only, Saturday, May 19th, and cancelled on May 20th for safety reasons. The venue, Frost Park, was flooded by overnight showers. Although there was inclement weather on Saturday, May 19th, over 3,000 people attended and enjoyed the 6th annual event which featured a new and improved site plan, food trucks, gourmet food vendors, craft beer, exciting local musicians, 68 artists and crafters, performance artists, and of course our traditional Sand Art Sculpture centerpiece.

Following Sunday's cancellation, the CRA in a show of goodwill, offered to reimburse our artists and crafters fifty percent (50%) of their show fees, noting that this was a one-time only reimbursement and not to be considered as a policy or precedent for future events. Our food concessionaire is also being offered a return of fifty percent (50%) of their fees and a waiver of the ten percent of food sales due to the CRA. Our sponsors have been offered the opportunity to participate in the CRA's new monthly art walk series "Dania After Dark" and the music bands formerly scheduled for Sunday performances are now invited to perform at Dania After Dark as well.

Feedback from the public has been very positive overall, despite weather conditions. At our post event meeting, attendees commented on the weather, the practicality of the new layout and the effectiveness of the new fence. Positive comments also included the various elements of art and how the event has matured into the signature South Florida event we have always billed it to be. Some of our artists and sponsors have already committed to returning for 2019 and of course, many are asking us to schedule the event earlier in the year to hopefully avoid the rain. The post event meeting of the Special Events committee provided us with an opportunity to discuss how the event can be improved for 2019. A more detailed report of our post event meeting is attached.

In organizing and presenting the DBASC, every effort is made to showcase a first-class festival, while maintaining fiscal responsibility. This year the CRA reduced a number of elements in the event and vigorously sought more sponsorship to reduce the net operating cost and offset expenses. Our budget for this year was $122,202.30, and while we have not received the final accounting report, based on our internal analysis, the net operating cost was reduced by at least forty-five percent (45%) over the previous year. Attached is a draft financial report showing revenue and expenses with a comparison of 2017, the estimated 2018 budget and the 2018 revenue and expenses after the partial cancellation.

Dania Beach Arts & Seafood Celebration Financials 2017 & 2018*

	A	B	C	D	
REVENUE AND EXPENSES	**2017 FINAL**	**2018 PRE-WEATHER EVENT ESTIMATE**	**2018 POST-WEATHER EVENT ESTIMATE** One Day Cancellation	**2018 POTENTIAL SAVINGS** Based on Cancellation	
REVENUE					
- Sponsorship	$ 28,000.00	$ 43,000.00	$ 43,000.00	$ 43,000.00	
- Artists Fees	$ 11,000.00	$ 20,000.00	$ 10,000.00	$ 10,000.00	
- Food Concession	$ 20,000.00	$ 20,000.00	$ 10,000.00	$ 10,000.00	
- 10% Additional from Concession	$ -	$ 7,500.00	$ -	$ -	
Total	$ 59,000.00	$ 90,500.00	$ 63,000.00	$ 63,000.00	
EXPENSES					
- Event Producer Fee	$ 38,000.00	$ 25,000.00	$ 25,000.00	$ 25,000.00	
- Event Cost	$ 141,201.00	$ 97,202.00	$ 103,333.00	$ 94,825.00	**$ 8,508.00**
Total	$ 179,201.00	$ 122,202.00	$ 128,333.00	$ 119,825.00	
NET OPERATING COST = EXPENSES - REVENUE	$ 120,201.00	$ 31,702.00	$ 65,333.00	$ 56,825.00	
Net Operating Cost Reduction		73.60%	45.60%	52.70%	
*Reflects estimates until final invoices are paid and accounts are settled.					

Invoice Record

Vendor:	Product/Service:	Amount:	Status:

Dania Beach Community Redevelopment Agency (DBCRA)
A&SC 2018 Report
June 12, 2018

Location:	Frost Park
Duration:	One Day Saturday May 19, 2018; Cancelled on Sunday for Safety Reasons
Attendance:	Approximately 3,000
Volunteers:	70
Artists:	70
Food Layout:	180 feet
Food Trucks:	7
Food Vendors:	19
Sand Sculpture:	75 tons
Entertainment:	4 Bands/DJ
Chef Showcase	3 Chefs
Performance Art:	2 Artists Painted murals
Kids Activities:	3 Face Painting/ Balloon Art/ Friends of the Library Note: Choo Choo Train, Bunjie Jump and Let's play in the Sand were cancelled due to weather
Youth Art:	Entries from Broward County Schools 10 Children won cash prizes
Sponsors:	28 Cash and In-Kind Presenting Sponsors: Dania Pointe and Kimco Realty Group
Security:	Fence around perimeter; Bags checked at gate
Layout:	Hospitality/VIP tent closer to stage
Digital Reach:	During the campaign, we reached **137,849 unique individuals** with our Facebook page and had **228,039 total impressions** on our posts. Of nearly a quarter million views, over **93,000 of them were VIRAL**, which means they were because people SHARED their excitement about the event.

This report provides information on comments made, and suggested improvements for the event by our Special Event, and Planning Committees post event meeting held on May 23, 2018. A summary of the Social Media outreach is also included.

Individuals in attendance at the post event meeting were:

CRA BOARD
Tamara James, CRA Board Chair

CRA
Rickelle Williams, Executive Director, Kathleen Weekes, CRA Manager and Kisha Payen, CRA Coordinator.

City:
Rafael Acosta; Manager, Frost Park
Darryl Stallings: Lieutenant, BSO Police
Eric Hoff: Deputy, BSO Police Deputy
Jose Urtecho: Public Works & Utilities Manager

Community Representatives
Randie Shane: Director Dania Beach Chamber
Linda Wilson, President, Friends of the Dania Beach Library
Carole Morris Friends of the Dania Beach Library
Jessica Lizana, Dania Beach Women's Club

Food Concessionaire: 3 Sons Brewing
Connie Vizaro
Joe Artanis

Consultants:
Standing Ovations, Event Producer - Stewart Auville: President
Art N Soul, Creative Arts Consultant – Al Huggins
RMA Marketing and Publicity - Sarah Blake, Marketing Manager

RECOMMENDATIONS/COMMENTS

The following are recommendations and comments made during the post event meeting on May 23, 2018.

Weather Impact/Potential Dates: Event was held as advertised Rain or Shine. Had to be cancelled on Sunday for safety reasons given flooded field conditions.

- Take into consideration buying rain insurance for future events occurring anytime from April and beyond.
- Best possible dates: Mid-February – Mid-April. Research other events being held around the time DBASC is planned.
- Can't predict the weather, don't be afraid to do it whenever you want.
- One suggestion was to coordinate the event around Founder's Day (Nov. 30th). Some were concerned that date is too close to the end of year holidays.
- End of February or March is a good time. It's good to hold it in season when northern visitors are in town with disposable income and a desire to attend events.
- People are hyped up after the motorcycle show and looking for something else to do after that event.

Site Plan/Frost Park Layout: The event is growing; we are running out of space

- Possibly use a portion of the Casino's eastern parking lot for artists and sponsors for more room. Discussions will be held with the casino on this.
- Scout new sites – maybe use the Dania Pointe site when it is more developed. This site has been identified and the developer has expressed interest.
- Best site plan we've had so far. Really enjoyed the 3 Sons set up in the skate park for their membership event.
- Hospitality tent needs to be larger. It was cut back this year due to budget cuts.

Artists/Crafters/Location Layout: Our show demonstrates all elements of art and that is a big draw for the public. Artists and crafters, performance artists, sand artists, chef artists through chef showcase and musical artists**,** all provide a creative ambiance for the event.

- All artists must have tents weighted down and insurance (in case their tents get damaged in the weather).
- If the event producer gets group insurance for the event, then artists may get insurance at a discount through producer.
- We had 70 paid artists. 68 were on site. Great layout. Opened artist requirements this year to just about everyone, and they were willing to pay $250 to attend.
- Art Show should not have artists who do reproductions.
- Fronton is the best location for fine artists.

Food Vendors/Trucks Location Layout:

- Everyone liked the food truck layout.
- It may be possible to have food trucks and vendors on the street so as not to damage the field up but that option may lead to less business for the trucks.
- Keep food in the same location, near the entertainment where is it easy to access.

- We had a nice diversity of food this year but would like to see a cohesive look for the food tents.
- We should ask whoever manages food and beverage next year to provide a cohesive look for the food tents.
- Some did not think it was fair to give certain DB businesses a discount and not all DB businesses.
- Should reconsider the home based chef discounts and just charge all Dania Beach chefs a reasonable but not deeply discounted rate.

Beer/Wine/Bars: Great craft beer.

- Some patrons requested Budweiser.
- Maybe we can have both craft and Bud next year.

Music/Entertainment/Stage: Great music on Saturday; also had a great lineup for Sunday.

- Don't always need to spend the big money on national acts; the entertainment was great and local.
- This does not mean we will turn away a free national act. In the past two years National Acts provided by the Casino brought large crowds to the event.
- We want great quality music. Many local bands have their own following and will bring a crowd.

Event Site Preparation and Clean-Up (Before, During, After):

- This year the producer and food concessionaire did an awesome job on site
- Preparation was super quick and on time.
- Clean-up was great; everyone worked hard to clean up and stuck together.
- Michael Johns the cleaning contractor did a great job.
- 3 Sons Brewery did a great job getting food trucks off the soggy field with minimal damage to the field.

Security, Before During and After Event:

- Fencing was a great addition.
- BSO biggest fear was that that there wasn't going to be enough officers on Sunday, especially if the rain stopped, there would have been too many people for the number of officers.
- Need to look at having more officers.
- Private Security Company needs to be better next year.
- The gate behind the stage wasn't closed off, so some people mostly fans of the entertainers started entered through there.

Restrooms/Portables:

- Liked the setup better this year, not near any food.

Parking/Company/Volunteers:

- Need volunteers at the Frost park recreation center.
- Need load in and out signs at the Rec Center maybe on the eastern side. People parked on spots that were reserved for commission and Dania Beach Management

- Need Security Guard or volunteer to make sure people aren't parking where they should not.
- In previous years, there was a Dismas volunteer to maintain the reserved parking area.
- Possibly have cones or something more there than just the signs to reserve spots for Commissioners.

Information/Merchandise:

- Information worked well
- PATCH sold a lot of their beautiful plants

General Volunteers:

- Debbie Thompson of Standing Ovations was great at getting volunteers out to cover areas.
- We were a bit short on volunteers, probably because of the rain.
- Volunteers were very enthusiastic in spite of the rain. They were great.

Signage:

- Signage was very good. Roadway signage could've been clearer…the logo was hard to see.

Sponsor Hospitality Sand Bar:

- Tent was in a great location but was too small because of budget cuts.
- Unlike previous years there wasn't food after 2pm. May have to invest more money on food.
- There was not enough starch/carbs in the food choices.

Sand Sculpture:

- Very nice, liked the pink tent

Event Advertisement/Media Communication/Sponsorship:

- Get facts straight for the newspaper; there was nothing about the new gourmet food choices.
- In the future we will package press releases with those details and send them out earlier to the press.

Kick Off Party:

- Ok, Always great outreach.

Contracts/Attorney Review:

- Great comments on the 2018 hold harmless certificate.

Promotion and Publicity:

- Comcast and Cox Media Ads were great
- Must get event on the Broward Cultural Arts Calendar.
- Need more press releases.

Chef Showcase: Great feedback

Social Media:

- Good positive FB posts
- Good website postings

Social Media synopsis from CRA Consultants RTMG

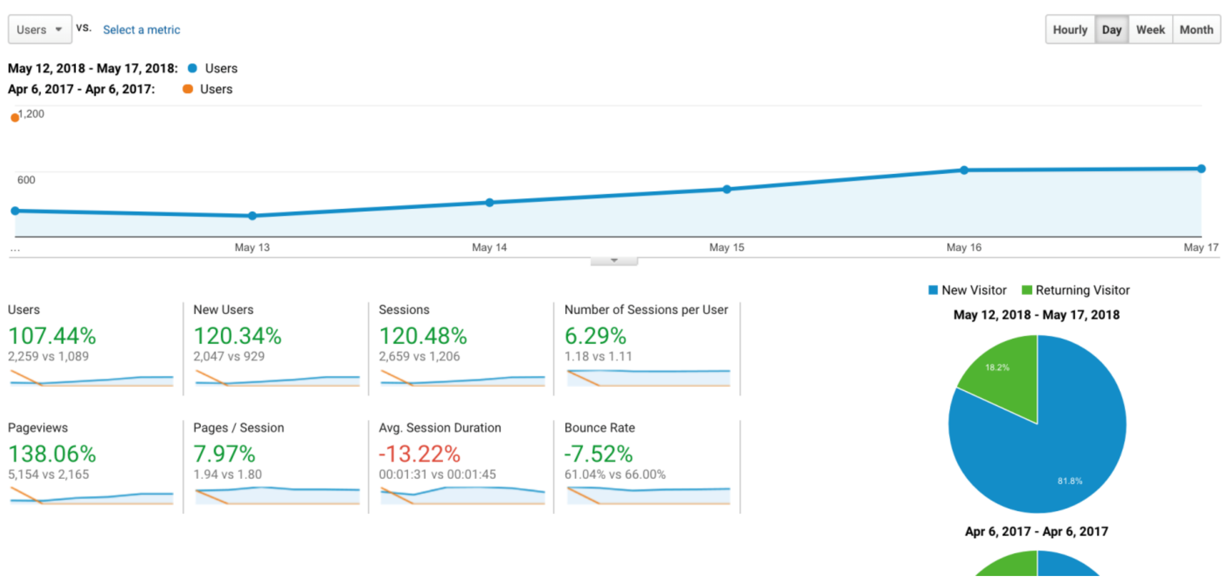
We had **4,107 unique** people “talking about our event” in the month leading up to it. That means they actually commented or shared our posts, in order to create what Facebook calls a ‘story’.

We also had **over 10,000 views of our 2018 Dania Beach Arts & Seafood Celebration Video**, with 10% of those viewers watching over 30 seconds of the video. This shows a great opportunity to expand a specifically video advertising campaign next year and offer placement for our sponsors on the video. These video views were 100% organic.

During the campaign, we reached **137,849 unique individuals** with our Facebook page and had **228,039 total impressions** on our posts. Of nearly a quarter million views, over **93,000 of them were VIRAL**, which means they were because people SHARED their excitement about the event.

The integration of Instagram was also added this year, specifically to help showcase the programs and sponsors. On this platform, we received over **5,300 impressions** within the month leading up to the event.

Website visitors - 8,450 total website visitors - which is down 39% from 2017. HOWEVER, the main traffic for 2017 happened DURING the weekend. If you remove those numbers and compare only the excitement in the week leading up to the event you will see that we are actually up over 100% in excitement and website traffic year over year.



The Dania Beach CRA presents…

Dania Beach City Center Developer Focus Group

Tuesday, July 10, 2018

- Learn about Dania Beach's Economic and Market Conditions
- Open discussion on development of Downtown Dania Beach
- Share your thoughts and ideas

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

FIU
Metropolitan Center

DANIA BEACH
SEA IT. LIVE IT. LOVE IT.

RSVP to Kpayen@daniabeachfl.gov

www.daniabeachcra.org

The Dania Beach CRA presents…

Dania Beach City Center Redevelopment

COMMUNITY CHARRETTE

What do you want the City to look like? Share Your Ideas!

Discuss development of Downtown Dania Beach

JULY.23.2018

5:30 PM - 9:30 PM

Learn about Dania Beach's Economic and Market Conditions

Free Event. Refreshments will be Served

GALLERY OF AMAZING THINGS

481 S Federal Highway, Dania Beach, FL 33004

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

FIU Metropolitan Center

DANIA BEACH

RSVP to Kpayen@daniabeachfl.gov

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MAY 8, 2018 – 5:30 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 5:31 p.m.

Present:

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

Absent:

Board Member:	Chickie Brandimarte

Board Member Grace motioned to excuse the absence of Board Member Brandimarte; seconded by Board Member Salvino. The motion carried unanimously.

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

Director Williams gave an update on the community charrette and the rebranding initiative, and reviewed the information in the agenda packet.

3.1 Arts and Seafood Celebration: Final Update

Director Williams noted the kick-off was successful and reviewed the information in the agenda packet.

Chairman James asked if food vendors will be required to have reasonably priced items. Director Williams responded in the affirmative.

3.2 Grand Re-Opening: Global Learners Academy (Collins Market)

Director Williams reviewed the flyer in the agenda packet.

3.3 "Dania After Dark" Art Walk & Market: Update

Director Williams distributed a flyer and a narrative, which are attached to and incorporated in these minutes. She noted there will be a special event request at the next City Commission meeting; if the monthly events are successful, staff will request that the Commission waive the regulation prohibiting more than four events per fiscal year. She provided contact information for those interested in participating.

4. Presentations

4.1 "At Home Dania Beach": Residential Revitalization and Rehabilitation Program

Director Williams gave a PowerPoint presentation and provided additional handouts, which are attached to and incorporated in these minutes.

Discussion ensued regarding situations where homes are in bad repair, needing more than paint and landscaping, and how this could be dealt with.

Board Member Grace noted every lot within the CRA area is undersized; there is a way to work with easements to make the lots more conducive to building a home.

Director Williams noted some of the lots they are looking at are very tiny.

Chairman James questioned if we could put linear parks on the small lots. Director Williams said that is an option.

Director Williams recommended affordable housing be built, according to the CRA Plan and governing state statute; restrictive covenants would be utilized.

Board Member Salvino asked why a portion of the CRA's profits from home sales could not be used to assist with down payments in order to get more people into homes.

Board Member Grace questioned the availability of SHIP dollars. Regarding an Affordable Housing Trust Fund, she commented on a resolution utilized by Fort Lauderdale and Hallandale Beach that accomplishes this, and that she has requested we do something similar.

Chairman James spoke of other cities' resolutions for workforce housing, and noted she would provide information to Director Williams. She asked if there would be guidelines and rules on the resale and rental of the homes.

Director Williams noted there will be deed restrictions that go with the properties which will need to be worked out.

Discussion ensued on the need for rules and regulations restricting recipients selling or renting their homes, as well as requirements that the homes be maintained.

Director Williams asked the Board to provide feedback to her in preparation for next year's budget.

Chairman James asked that this item be placed on the next agenda under discussion and possible action.

5. Consent Agenda

5.1 Minutes:
Approve Minutes of the April 10, 2018 CRA Board Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2018-CRA-007

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 AN INTERLOCAL AGREEMENT WITH FLORIDA INTERNATIONAL UNIVERSITY ("FIU"), A PUBLIC BODY CORPORATE IN AN AMOUNT NOT TO EXCEED THIRTY FIVE THOUSAND DOLLARS ($35,000.00) WITHOUT COMPETITIVE BIDDING AND WITHOUT ADVERTISEMENT FOR BIDS FOR RESEARCH AND CONSULTING SERVICES RELATING TO AN ECONOMIC ANALYSIS AND COMMUNITY CHARRETTE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 RESOLUTION NO. 2018-CRA-008

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA ACCEPTING AN ART OF COMMUNITY GRANT AWARD IN THE AMOUNT OF THIRTY TWO THOUSAND DOLLARS ($32,000.00) FROM THE COMMUNITY FOUNDATION OF BROWARD FOR THE "DANIA BEACH: HONOR THE LEGACY" PROJECT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Salvino. The motion carried unanimously.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Florida Department of Economic Opportunity (DEO): Community Planning Technical Assistance Grant Application

Director Williams reviewed the information in the agenda packet. She noted if the City is awarded the grant, an interlocal agreement between the CRA and the City would be entered into.

Board Member Grace motioned to approve the grant application; seconded by Vice-Mayor Harris. The motion carried unanimously.

8. Board Member Comments

Chairman James noted she provided the Board Members with a flyer entitled Kimco Realty Helps Puts Dania Beach on the Map and was honored to do this interview on Dania Pointe. She asked for approval to show the presentation video at the next Commission meeting.

Board Member Grace asked for copies of the booklet that details the components of Dania Pointe.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chairman James adjourned the meeting at 6:45 p.m.

ATTEST:	COMMUNITY REDEVELOPMENT AGENCY
______________________________	______________________________
THOMAS SCHNEIDER, 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)
ADOPT RESOLUTION PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE 2019 ARTS AND SEAFOOD CELEBRATION

Purchasing Requests ONLY		
Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached
Arts and Seafood Celebration Authorization to Bid Memo, R-2018-CRA- Arts and Seafood Celebration Approval to Bid, Draft Scope of Services Arts and Seafood Event Production and Management

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: June 12, 2018

Re: Authorization to Bid: 2019 Arts and Seafood Celebration Production and Management Services

---

Each year, planning for the upcoming Arts and Seafood Celebration begins in August or September. On September 10, 2015, CRA officials executed an Agreement with Standing Ovations LLC 2015 to perform production services for the 2016 Arts and Seafood Celebration. The initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to the approval of the CRA and Standing Ovations LLC.

On August 23, 2016, the CRA Board granted the first of a maximum of three (3) one (1) year renewal periods to Standing Ovations LLC to produce the event in 2017. After the CRA Board approved the event at the December 12, 2017 CRA Board meeting, the CRA Board granted the second of a maximum of three (3) one (1) year renewal periods to Standing Ovations LLC on January 9, 2018, to produce the event in 2018.

Based on the limited scope of services under previous renewals and having identified alternative methods of event production, CRA staff finds it appropriate to competitively bid for 2019 Arts and Seafood Celebration Event Production and Management services

The CRA is ready to begin making preliminary plans for the 7th annual Arts and Seafood Celebration and is seeking approval from the CRA Board to advertise for 2019 Arts and Seafood Production and Management Services in order to streamline planning.

Recommendation

It is recommended that the CRA Board authorize the CRA to proceed with a bid advertisement for 2019 Arts and Seafood Celebration Production and Management Services.

RESOLUTION NO. 2018-CRA-009

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE 2019 ARTS AND SEAFOOD CELEBRATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, CRA officials executed an Agreement with Standing Ovations LLC on September 10, 2015 pertaining to 2016 Arts and Seafood Celebration event production; and

WHEREAS, the initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to the approval of the CRA and Standing Ovations LLC; and

WHEREAS, on August 23, 2016, the CRA Board granted the first of a maximum of three (3) one (1) year renewal periods to Standing Ovations LLC to produce the event in 2017; and

WHEREAS, on January 9, 2018, the CRA Board granted the second of a maximum of three (3) one (1) year renewal periods to Standing Ovations LLC to produce the event in 2018; and

WHEREAS, based on the limited scope of services under previous renewals, CRA staff finds it appropriate to competitively bid for 2019 Arts and Seafood Celebration Event Production and Management Services; and

WHEREAS, the CRA is ready to begin making preliminary plans for the 7th annual Arts and Seafood Celebration and is seeking approval from the CRA Board to advertise for 2019 Arts and Seafood Production and Management Services in order to streamline planning;

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 foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and they are made a specific part of this Resolution.

<u>Section 2.</u> That the Community Redevelopment Agency is authorized to proceed with bidding of Event Production and Management Services for the 2019 Arts and Seafood Celebration.

<u>Section 3.</u> That funding, as in prior years, is planned for future appropriation in the Community Redevelopment Agency Promotional Activities Seafood Festival Account and as such, any successful proposal and subsequent contract will be negotiated for Fiscal Year 2018-2019, pending approval of the Fiscal Year 2018-2019 CRA Budget.

<u>Section 4.</u> That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

<u>Section 5.</u> That this Resolution shall be in full force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on June 12, 2018.

ATTEST:

____
THOMAS SCHNEIDER, CMC
CRA CLERK

____
TAMARA JAMES
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

____
THOMAS J. ANSBRO
CRA ATTORNEY

DANIA BEACH ARTS AND SEAFOOD CELEBRATION

Event Production and Management

DRAFT SCOPE OF WORK & REQUIREMENTS

A: Logistics Management & Coordination

1. Site Design and Layout.

Design, develop and implement a site map for event production, (including the location of food and beverage, art, entertainment, performance art, sand art, children's activities attractions, organization and sponsor areas with the total number of vendor sites available per category). Restroom trailers and ADA paths for wheelchairs should also be indicated. The 2018 site map is attached for your review.

2. Budget

Execute and update a working budget for the event. The Event Planner under the direction of the DBCRA is responsible for negotiation and payment of some DBA&SC vendors and a wide range of incidental expenses. Payment will be made through a DBCRA issued Purchase Order. The Planner exercises control in the negotiation and contracting process by seeking economies in all expense categories. All vendor submissions with contracts must be approved by the City Attorney. Emphasis is placed on Event Planner Proposer experience managing budgets. Budgets submitted to the CRA must be formatted, presented and updated as required in both a print and electronic format developed in the Microsoft Excel system. Budgets must be print-ready and available at meetings.

3. Event Task Management

Produce and manage an event task timeline for the event. Production of the DBA&SC program, fliers and other printed matter require complex negotiations with event participants. Contractual negotiations with vendors require city attorney approvals and agreements that must be vetted by third parties. The Event Planner Proposer should present demonstrated abilities to accomplish tasks on schedule and adhere to timelines prepared. These will include coordination of public information to maximize attendance at the event.

Control of the DBA&SC in the days immediately preceding and during the event require coordinated management by professional staff. Event Planner Proposers should submit brief biographical sketches for key team members that will be engaged on the Dania Beach event plus recommendations for supplemental staff, use of volunteers and other staffing requirements.

4. Vendor Applications

The Event Planner will receive applications and make decisions regarding DBA&SC vendors. Proposers should substantiate experience reviewing the existing templates for vendor applications and making necessary recommendations to improve them.

i. Templates must be submitted to the DBCRA for review by the City's Attorney before they are published.
ii. Templates must meet all appropriate federal, state and local regulatory restrictions.

5. Food Vendor Selection

A key feature of the DBA&SC is its focus on seafood in various presentations and cooking methods. The Event Planner will counsel the CRA on selection of a master food concessionaire or recruitment of major individual vendors, taking into account variety, exclusivity and quality (local food vendors are given selection priority).. Proposers should document experience securing food vendors and administering their compliance with insurance and safety regulations during an outdoor event. The Event Planner will manage selection and maintain communications with vendors beginning with notification of approval or denial, distribution of contracts for signature, vendor meetings with the City's Special Events Committee to review City regulations and other follow-ups as necessary prior to the event.

6. Artist Selection

Another key differentiating aspect of the DBA&SC is the presence of more than 75 fine artist outdoor exhibits and craft exhibits. The Event Planner will manage the recruitment, qualification and notification of artist participants. Proposers should submit examples of having secured artist exhibitors applications and managed art exhibitor communication, coordination and placement upon approval of artist. The Planner will coordinate all art exhibitor selections/approvals with DBCRA staff and consultants.

7. Manage Volunteers

The DBA&SC event is supported by the Dania Beach community and volunteer workers. The Event Planner candidate should provide a conceptual plan and committee structure for use of volunteers during the event. Proposers may submit differentiating approaches to motivating or rewarding volunteers as evidence of experience with major outdoor event management. The winning Proposer will work with DBCRA to develop local volunteer committees for volunteers to work in parking lots and serve as liaisons for vendors, artists, entertainers, hospitality etc.

8. Manage/Secure Service Providers for Event

There are several known services that have been part of both previous DBA&SC events. These include: portable sanitary facilities; stage, audio and other equipment rentals; tent/table/chair/ décor rentals; electricity generation; transportation management; security; food and beverage catering; signage and production; entertainment booking and management; and other necessary contracted services. An Event Planner Proposer should document its ability to contract directly for these items and submit contracts for review by the City Attorney. The selected Event Planner will express a preference for paying for these services through a Purchase Order issued by the City/DBCRA or by some other process.

9. Event Permitting

An operations committee meets regularly during the months leading up to the DBA&SC. An important element is the Event Planner's progress in obtaining the appropriate permits and complying with pertinent regulations of the City of Dania Beach. Proposers should demonstrate familiarity with variations in permit requirements in different venues and should submit a conceptual plan for managing the process in Dania Beach. The selected Event Planner will submit and obtain all permits for the event and services as required.

10. Liquor License

The DBA&SC Event Planner will obtain beer and liquor licenses for the event on behalf of the DBCRA. Proposers should document actual capability to perform this service as well as examples of previous experience.

11. Safety and Security

The DBA&SC Event Planner will ensure all safety regulations are followed and safe practices are observed. Proposers should document their experience, safety record and any unique approaches to outdoor events. In Dania Beach, ADA pathways are to be installed at the venue to accommodate physically challenged attendees.

12. Event meetings

The Event Planner will participate in and provide leadership during all planning meetings. This will include meetings with DBCRA staff, the operations task force and special event volunteer committees as established by DBCRA. At a minimum, the meeting schedule will be monthly, August and September, bi-monthly October, November, December and January and weekly February and March (19-20 meetings total with DBCRA and City staff) . Proposers will submit the names and titles of anticipated meeting attendees.

13. Event Timeline for the peak planning period of the event

A critical element of success for the DBA&SC has been a detailed event timeline with the many items dovetailed to meet deadlines. The Event Planner Proposers should submit examples of timelines they have developed for similar outdoor events and verify that, if selected, they will provide DBCRA an event timeline for all installations, deliveries, set up, event operations and breakdown after event.

14. Event Program

The Event Planner provides content for the printed DBA&SC Program based upon execution of entertainment, artist, food and other event components. Proposers will acknowledge their intention to support the Program and submit relevant samples.

B. Sponsorship Solicitation

1. Review and update existing sponsorship opportunity package. (See attached)

2. Solicit and secure event sponsors at a negotiated percentage of sponsorships

   Event logistics manager may subcontract for sponsorship solicitation

C. Requirements

1. The selected company must provide the City of Dania Beach's required insurance. This must be provided within one week of being selected and signing a contract, and before attending first committee meeting.

2. The selected company must provide all necessary licenses (city, county, state).

3. The selected company must provide an experienced team member to regularly meet with CRA staff to lead the planning and execution of tasks for a successful event.

4. The selected company must produce notes of all meetings to the CRA for their review and records.

5. The selected company must meet all deadlines to ensure event success.

Provide project approach and qualifications including, but not limited to the following:

- Provide additional information, in text and visual formats, of at least three (3) similar outdoor, large scale events your company has previously produced for a municipality, illustrating your experience with planning and producing large events and your event production style. This information should also indicate how these events involved and supported the local business community.
- Provide sample press coverage and indicate any print and broadcast media contacts.
- Provide additional information, to illustrate how through your business network you can add value and heighten awareness of this event.
- Provide at least three written references from previous clients, showing proof of successfully staging a major public festival, fair/ celebration event.

QUALIFICATION SUBMISSION PAGES

The following issues should be fully responded to in your submission in concise narrative form. Additional sheets should be used, but they should reference each issue and be presented in the same order.

Tab 1: Letter of Interest, The letter of interest may contain any other information not in the submission but should not exceed two (2) pages.

Tab 2: Statement of Proposed Services and Qualifications. Submissions should respond to the scope of work. They should provide an assessment of capability and innovative and creative approach to perform the required scope of work.

Tab.3: Company Experience: Identification of Company's distinctive competence, staff qualifications, experience and skills they will bring to this event, along with resume of experience and qualifications. This is required for your company or employees assigned to perform work.

Tab 4: Event Experience Information: At least three (3) samples of large municipal events successfully produced by the Company.

Tab 5: Company's assessment of the City of Dania Beach DBCRA's needs and the quality of the submission to meet those needs, including a plan/outline.

Tab 6: Business Licenses. Provide evidence that your firm and/or persons performing the work are licensed to do business in the State of Florida.

Tab 7: List of three clients/references for whom you have provided similar services in the last three years; Provide agency name, address, telephone number, contact person, and date service was provided. Be prepared to provide, upon request, evidence of work product, ability to meet schedules, cooperation, and responsiveness. Attach additional sheets if necessary. **Do not include City of Dania Beach DBCRA or its employees as references when providing your submission.**

Tab 8: Insurance required by Section 7 of the Special Conditions

Tab 9: Litigation History.

Tab 10. Financial Information.

Tab. 11 Price proposal/structure

Tab 12 Sworn Statement

Tab 13 Non-Collusion Affidavit

Any additional attachments to your submission.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)
ADOPT RESOLUTION PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE DANIA AFTER DARK DOWNTOWN MONTHLY ART WALK; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Purchasing Requests ONLY		
Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached
Dania After Dark Authorization to Bid Memo, R-2018-CRA- Dania After Dark Art Walk Approval to Bid, Draft Scope of Services Dania After Dark

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: June 12, 2018

Re: Authorization to Bid: Dania After Dark October 2018 through September 2019

The CRA Board authorized Dania After Dark, a monthly Art Walk series to occur in Downtown Dania Beach. Subsequently, at the May 22, 2018 City of Dania Beach Commission Meeting, the City Commission approved four (4) Dania After Dark events as a recurring monthly event during June, July, August and September 2018.

CRA staff, through request for written quotes engaged with Atlantic Studios to produce the first four (4) installments of the monthly event, occurring in June, July, August and September 2018. In order for an inaugural event of this nature to become effective in encouraging a vibrant Downtown district, recurring event dates beyond September 2018 will be required to gain momentum.

Section 316-60 of the Dania Beach Code of Ordinances indicates that the City of Dania Beach will encourage the establishment of recurring events to promote visitors within the district. In addition, Section 675-20 of the Dania Beach Code of Ordinances authorizes the City Commission to approve a temporary use or special event that recurs on a regular basis but no more than four (4) times per calendar year.

However, Section 675-20 of the Dania Beach Code of Ordinances authorizes properties which are zoned PMUD (Dania Pointe) or properties subject to a Florida pari-mutuel license and a development agreement with the City (Casino at Dania Beach) may exceed the maximum limit of four (4) recurring events per calendar year subject to administrative review by the Parks and Recreation Director. Therefore, if the CRA Board determines that additional recurring dates are beneficial to increasing Downtown activity and marketing of the City, any request to facilitate the Dania After Dark event beyond the four (4) currently approved dates will require a code amendment.

In anticipation of the potential to facilitate the event beyond September 2018, pending CRA Board approval, CRA staff seeks to advertise for ongoing event production services. The CRA is ready to begin making tentative plans for Dania After Dark events for October 2018 and beyond and is seeking approval from the CRA Board to advertise for Dania After Dark event production and management in order to streamline planning.

<u>Recommendation</u>

It is recommended that the CRA Board authorize the CRA to proceed with a bid advertisement for Production and Management Services for the Dania After Dark Downtown Art Walk.

RESOLUTION NO. 2018-CRA-010

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PERTAINING TO ADVANCE APPROVAL TO PROCEED WITH A BID ADVERTISEMENT FOR EVENT PRODUCTION AND MANAGEMENT SERVICES FOR THE DANIA AFTER DARK DOWNTOWN MONTHLY ART WALK; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the CRA Board authorized "Dania After Dark", a monthly Art Walk series to occur in Downtown Dania Beach; and

WHEREAS, at the May 22, 2018 City Commission Meeting, the City Commission approved four (4) "Dania After Dark" events as a recurring monthly event during June, July, August and September 2018; and

WHEREAS, CRA staff, through request for written quotes, engaged with Atlantic Studios to produce the first four (4) installments of the monthly event; and

WHEREAS, in order for an inaugural event of this nature to become effective in encouraging a vibrant Downtown district, recurring event dates beyond September 2018 will be required; and

WHEREAS, Section 316-60 of the City Code of Ordinances indicates that the City of Dania Beach will encourage the establishment of recurring events to promote visitors within the district; and

WHEREAS, Section 675-20(F) of the City Code of Ordinances authorizes the City Commission to approve a temporary use or special event that recurs on a regular basis but no more than four (4) times per calendar year; and

WHEREAS, Section 675-20 of the City Code of Ordinances authorizes properties which are zoned PMUD (Dania Pointe) or properties subject to a Florida pari-mutuel license and a development agreement with the City (Casino at Dania Beach) to exceed the maximum limit of four (4) recurring events per calendar year subject to administrative review by the Parks and Recreation Director; and

WHEREAS, in anticipation of planning the event beyond September 2018, CRA staff seeks to establish an agreement with an event producer on an annual basis; and

WHEREAS, the CRA is ready to begin making preliminary plans for "Dania After Dark" events for October 2018 and beyond and is seeking approval from the CRA Board to advertise for "Dania After Dark" event production and management in order to streamline planning;

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 foregoing "WHEREAS" clauses are ratified and confirmed as being true and correct and they are made a specific part of this Resolution.

Section 2. That the Community Redevelopment Agency is authorized to proceed with bidding of Event Production and Management Services for the Dania After Dark Downtown monthly art walk.

Section 3. That funding is planned for future appropriation in the Community Redevelopment Agency Professional Service General Account, and as such, any successful proposal and subsequent contract will be negotiated for Fiscal Year 2018-2019, pending approval of the FY2018-2019 CRA Budget.

Section 4. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 5. That this Resolution shall be in full force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on June 12, 2018.

ATTEST:

THOMAS SCHNEIDER, CMC CRA CLERK	TAMARA JAMES BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

DANIA AFTER DARK – Monthly Art Walk

Event Production and Management

DRAFTSCOPE OF WORK & REQUIREMENTS

A. Scope of Services:

The Dania Beach Community Redevelopment Agency (CRA) is currently seeking a qualified special event producer or other qualified groups or professionals (Producer) to manage and coordinate the monthly Downtown Dania After Dark Art Walk and market (Event). The Event may be described as being a craft, makers, art, handmade, antique, collectible, similar or combination thereof street market.

The event takes place twelve (12) times a year on the second Saturday of each month between 5pm-10pm. The Event would be free to the public and commence no later than 5 P.M. and no earlier than 5 P.M. and conclude at 10 P.M. (unless otherwise agreed upon by the CRA in writing). The Market will be located on SW 1st Avenue between Dania Beach Boulevard and SW 1st Street. If this location is not available do to unforeseen circumstances, another location within close proximity would be identified by the CRA.

The intent of this formal solicitation process is to award a contract to a Producer to plan, coordinate, promote and execute all aspects of the event.

Under no circumstance may the selected producer charge the general public an entry fee to the market.

B. Deliverables:

The Producer shall be responsible for providing the following services:

1. Providing on-site management for the Event. Producer is to manage all aspects of the Event during event hours.

2. Contacting and recruiting all vendors necessary for the production of the Event. In the event that there are any costs related to the recruitment of vendors, Producer shall be responsible for any and all costs and compensation that may be due to any vendor. Vendor fee will be determined by Producer. Vendor fee is to be made payable to the Producer. In addition to non-consumable items, the Producer may sell food and beverages. The sale of alcoholic beverages is permitted. Food trucks are permitted. The Producer will ensure that all vendors comply with all applicable local, state and national laws and event policies of the City/CRA and that all required licenses and permits are obtained in a timely manner. Vendors and activities may not contain political or controversial advertising or imagery. All vendors and activities must be approved by the CRA.

3. Being the liaison between the event vendors and the CRA.

4. Coordinating and assigning of vendors to locations within the site-plan of the Event.

5. Obtaining sponsors for the Event and ascertaining fulfillment of sponsors' obligations; all sponsorship and grant/foundation revenues obtained by the Producer may be made payable to the Producer. All sponsors and grant/foundation opportunities must be approved by the CRA.

6. Providing assistance with the coordination of additional advertising and public relations for the Event with the CRA. Producer may provide additional advertising at Producers expense with approval by CRA.

7. Providing all necessary uniform tents, battery operated adequate LED lighting for each tent, equipment, generators if necessary and facilities necessary for the vendors of the Market. Tents shall be of pop-up design, not be constructed by assembling poles and be no larger than 10x10 with clean white canopies. All tents, equipment and facilities must be of high quality and consistency and be approved by the CRA. Special exceptions may be made by the CRA.

8. Providing a waste removal plan for vendors and Event, including all garbage, recyclables, etc.

9. Providing for on-site security at the Event which shall be arranged through the Broward Sherriff's Office.

10. A minimum of twenty (20) vendor spaces must be utilized at each event.

11. Electronically provide monthly reports via e-mail. Reports must include the number of vendors, name and e-mail addresses of vendors, sponsorship information, etc.

12. Providing and coordinating musical acts or other musical entertainment.

13. Cross-promoting Dania Beach City Hall Atrium activity facilitated by the Creative Arts Council.

C. Sponsorship Solicitation

1. Create, review and/or update existing sponsorship opportunity package.

2. Solicit and secure event sponsors at a negotiated percentage of sponsorships

   Event logistics manager may subcontract for sponsorship solicitation

D. Requirements

1. The selected company must provide the City of Dania Beach's required insurance. This must be provided within one week of being selected and signing a contract, and before attending first committee meeting.

2. The selected company must provide all necessary licenses (city, county, state).

3. The selected company must provide an experienced team member to regularly meet with CRA staff to lead the planning and execution of tasks for a successful event.

4. The selected company must produce notes of all meetings to the CRA for their review and records.

5. The selected company must meet all deadlines to ensure event success.

Provide project approach and qualifications including, but not limited to the following:

- Provide additional information, in text and visual formats, of at least three (3) similar outdoor, large scale events your company has previously produced for a municipality, illustrating your experience with planning and producing large events and your event production style. This information should also indicate how these events involved and supported the local business community.

- Provide sample press coverage and indicate any print and broadcast media contacts.

- Provide additional information, to illustrate how through your business network you can add value and heighten awareness of this event.

- Provide at least three written references from previous clients, showing proof of successfully staging a major public festival, fair/ celebration event.

QUALIFICATION SUBMISSION PAGES

The following issues should be fully responded to in your submission in concise narrative form. Additional sheets should be used, but they should reference each issue and be presented in the same order.

Tab 1: Letter of Interest, The letter of interest may contain any other information not in the submission but should not exceed two (2) pages.

Tab 2: Statement of Proposed Services and Qualifications. Submissions should respond to the scope of work. They should provide an assessment of capability and innovative and creative approach to perform the required scope of work.

Tab.3: Company Experience: Identification of Company's distinctive competence, staff qualifications, experience and skills they will bring to this event, along with resume of experience and qualifications. This is required for your company or employees assigned to perform work.

Tab 4: Event Experience Information: At least three (3) samples of large municipal events successfully produced by the Company.

Tab 5: Company's assessment of the City of Dania Beach DBCRA's needs and the quality of the submission to meet those needs, including a plan/outline.

Tab 6: Business Licenses. Provide evidence that your firm and/or persons performing the work are licensed to do business in the State of Florida.

Tab 7: List of three clients/references for whom you have provided similar services in the last three years; Provide agency name, address, telephone number, contact person, and date service was provided. Be prepared to provide, upon request, evidence of work product, ability to meet schedules, cooperation, and responsiveness. Attach additional sheets if necessary. Do not include City of Dania Beach DBCRA or its employees as references when providing your submission.

Tab 8: Insurance required by Section 7 of the Special Conditions

Tab 9: Litigation History.

Tab 10. Financial Information.

Tab. 11 Price proposal/structure

Tab 12 Sworn Statement

Tab 13 Non-Collusion Affidavit

100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: June 12, 2018

Re: At Home Dania Beach: Residential Revitalization Program

The Community Redevelopment Area is comprised of business districts and residential areas. Many of the residential neighborhoods within this area are in need of revitalization and an overall improvement of the housing stock. The At Home Dania Beach program will provide a multifaceted approach to increasing the appearance, vibrancy, sustainability, public safety and value of the area to drive further investment and neighborhood stabilization.

The At Home Dania Beach program is a comprehensive approach to transforming the residential housing landscape within the Community Redevelopment Area. Through re-imagination and rehabilitation, current and future residents will foster a greater sense of pride in their neighborhood and community. The At Home Dania Beach program concentrates on residential housing development and is designed to improve the well-being of residents through aesthetic appeal, economic vitality and public safety. The At Home Dania Beach program has the capacity to impact everyone in the community including our youth, seniors, renters, homeowners and business owners. In addition to reducing slum and blight, growing the tax base and improving neighborhood aesthetics, this program gives residents an opportunity to feel *At Home* in their neighborhood and community.

Program Goals include:

- Remove slum or blighted conditions
- Create CRA area beautification
- Facilitate new development & redevelopment projects
- Attract private investment in CRA area
- Foster neighborhood pride

The At Home Dania Beach Program encompasses a simultaneous and multi-dimensional policy to enhance the residential housing environment through the following five (5) strategies: Beautification, Acquisition & Disposition, Development, Homeownership and Trust Fund. Essentially, these strategies represent sub-programs that together serve to improve the overall residential housing market via simultaneous implementation. The attached program reflects recommendations based on current and potential future conditions. The program is also designed to generate revenue to assist with continuing the program in future years.

<u>Recommendation</u>

It is recommended that the CRA Board adopt the At Home Dania Beach Residential Revitalization program and authorize the CRA Executive Director to take all steps necessary to implement the program.

At Home Dania Beach

Residential Revitalization and Rehabilitation Program

One focus of the Dania Beach Community Redevelopment Agency (CRA) is the elimination of slum and blight through residential revitalization. The **At Home Dania Beach** program is a comprehensive approach to transforming the residential housing landscape within the Community Redevelopment Area. Through re-imagination and rehabilitation, current and future residents will foster a greater sense of pride in their neighborhood and community. The At Home Dania Beach program concentrates on residential housing development and is designed to improve the well-being of residents through aesthetic appeal, economic vitality and public safety. The At Home Dania Beach program has the capacity to impact everyone in the community including our youth, seniors, renters, homeowners and business owners. In addition to reducing slum and blight, growing the tax base and improving neighborhood aesthetics, this program gives residents an opportunity to feel *At Home* in their neighborhood and community.

PROGRAM GOALS

1. Remove slum or blighted conditions
2. Create CRA area beautification
3. Facilitate new development & redevelopment projects
4. Attract private investment in CRA area
5. Foster neighborhood pride

PROGRAM COMPONENTS

1. Beautification
2. Acquisition & Disposition
3. Development
4. Homeownership
5. Trust Fund

AUTHORIZATION

a. Recent CRA Board/City Commission Action and Timeline:

June 3, 2015:	Motion and Consensus - CRA Board adopts CRA Plan 2015 update
January 9, 2018:	Motion and Consensus - CRA Board authorizes request by resolution to the City of Dania Beach for Property Conveyance for Housing
January 23, 2018:	Resolution No. 2018-011 – City Commission Approves Property Conveyance to CRA for Housing
February 13, 2018:	Resolution No. 2018-023 – City Commission Adopts CRA Plan (retroactive to July 3, 2015)
February 28, 2018:	CRA staff receives Quit Claim Deeds for Property

b. Florida Statutes Chapter 163 Part III:

- F.S. 163.387 (1)(a): After approval of a community redevelopment plan, there may be established for each community redevelopment agency created under s. 163.356 a redevelopment trust fund. Funds allocated to and deposited into this fund shall be used by the agency to finance or refinance any community redevelopment it undertakes pursuant to the approved community redevelopment plan.

- F.S. 163.387 (6)(g): Moneys in the redevelopment trust fund may be expended from time to time for undertakings of a community redevelopment agency as described in the community redevelopment plan for the following purposes, including, but not limited to: Development of Affordable Housing

c. Redevelopment Goals (p. 3 – CRA Plan 2015)

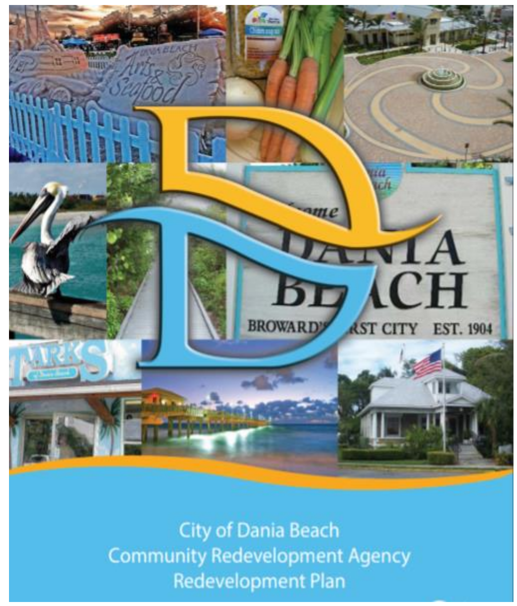
1. To Enhance and Reinforce the CRA Sub Areas
2. To Eliminate Substandard Housing and Provide Affordable Housing Alternatives

3. To Redevelop the CRA in a manner that is Energy Efficient and Sustainable
4. To Attract Targeted New Industries and Retain and Expand Core Industries
5. To Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

d. Community Redevelopment Programs (p. 83-84 – CRA Plan 2015)

- Residential Reinvestment Programs and Residential Rehabilitation
- Infill & New Housing
- Homeowner Reinvestment Grant
- Signage/Entry Features/Public Art/Landscape
- Mortgage Subsidies and Second Mortgage Assistance (Down payment Assistance)

e. CRA Plan: Policy Guidelines (p.23-24 – CRA Plan 2015)



- #1: The CRA Shall work together with the City and all of its departments towards the shared goals of improving the quality of life for all citizens, businesses, and property owners in the redevelopment area.
- #7: The CRA shall actively pursue the purchase and/or redevelopment of vacant or abandoned properties in the redevelopment area as a priority.
- #15: The CRA shall provide for priority to be given to residents of the redevelopment area, and secondly to those of the City of Dania Beach, to purchase homes developed under the Plan to the extent the law allows.
- #18: The CRA, with the assistance of neighborhood-based organizations, housing finance agencies, financial institutions, government, development interests, and real estate representatives, shall preserve and enhance existing residential areas to provide a variety of housing opportunities for all income levels.
- #19: The CRA shall undertake annual continuous improvement programs and other activities that are designed to prevent the recurrence and spread of negative conditions.

f. Housing Implementation Strategies (p.77 – CRA Plan 2015)

- #1: Identify funding and implement a neighborhood vacant lot acquisition program for replacement and infill housing.
- #5: Coordinate with outside housing and building organizations to create a series of pre-reviewed Florida Building Code compliant/energy efficient building plans for infill single family development
- #6: Partner with outside housing finance agencies to provide local home buyer readiness classes, individual development accounts and/or down payment assistance programs.

- #8: Encourage a range of housing types to increase access for elderly transitioning, physical handicapped, and micro housing to address overcrowding and/or single preference housing.
- #9: Create an affordable housing trust fund that is tied to the mixed-use zoning districts that would allow development to pay "in-lieu" of providing affordable housing that can be used to purchase vacant residential lots or properties for infill housing and/or improve existing housing stock within the CRA neighborhoods.

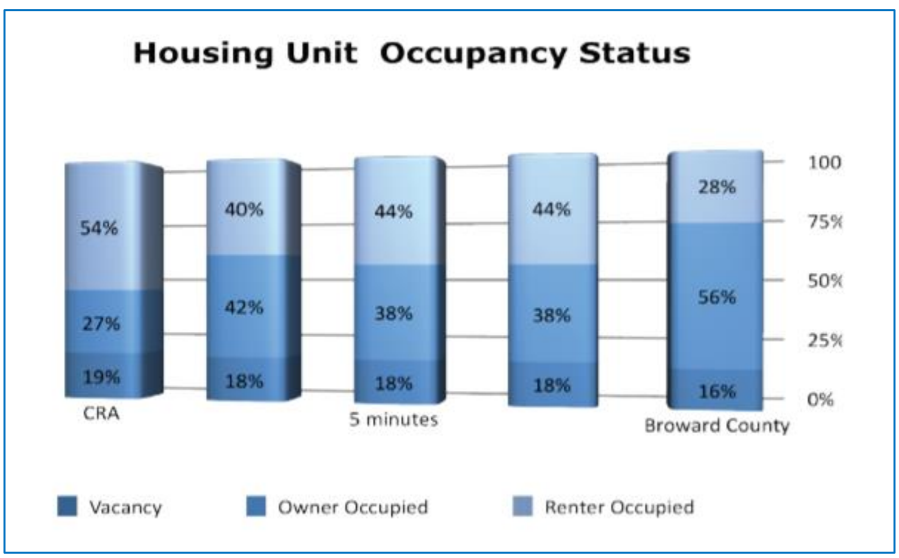
BACKGROUND

Established in 1904, the City of Dania Beach is the oldest city in Broward County. In 2002 the Community Redevelopment Agency (CRA) was created by the Dania Beach City Commission and the Broward County Board of County Commissioners and in 2009 expanded to include 1,349 acres comprising five neighborhoods in need of significant redevelopment. The CRA plan, first adopted in 2004, was updated in 2009 and again in 2015. The CRA has made significant progress in implementing strategies contained in the 2009 and 2015 CRA Plan, creating an environment that is ripe for development.

With an estimated population of 31,000 and 8.09 square miles of land area, the City of Dania Beach is a predominantly residential coastal community in Broward County. Although nestled between the cities of Fort Lauderdale and Hollywood, Dania Beach has its own distinct charm and character. Proximity to the Ft. Lauderdale/Hollywood International Airport, Port Everglades and the beach has served as a catalyst for the Marine and Hospitality industries. Another location advantage is Interstate-95, which traverses the city and provides for accessibility and nearby industrial and commercial opportunities.

By the Numbers

- Population: The Community Redevelopment area comprises approximately 30 percent of the City's population or 9,048 residents.
- Household Size: Average household size is 2.41 (higher than citywide rate of 2.29)
- Race & Ethnicity: The CRA population is 52.5 percent African American, and 41.0 percent White. Among all races, 14.6 percent of the population is of Hispanic origin.
- Income: Median Household Income within the CRA is $30,308.00 compared to $40,649 citywide.
    - 26 percent of CRA households earn less than $15,000.00 per year
    - 44 percent of CRA households earn less than $25,000.00 per year
    - Poverty levels are defined nationally by U.S. Bureau of the Census by family size and composition. In 2017, the poverty threshold for a family of four with two children was an annual income of $24,858.00
- Housing Units: Approximately 3,700 in CRA; 13,157 total within City
- Housing Age: 59 percent of housing units in CRA built before 1970
- Housing Occupancy Status within CRA:
    - Vacant = 19%
    - Owner-Occupied = 27 percent
    - Renter-Occupied = 54 percent



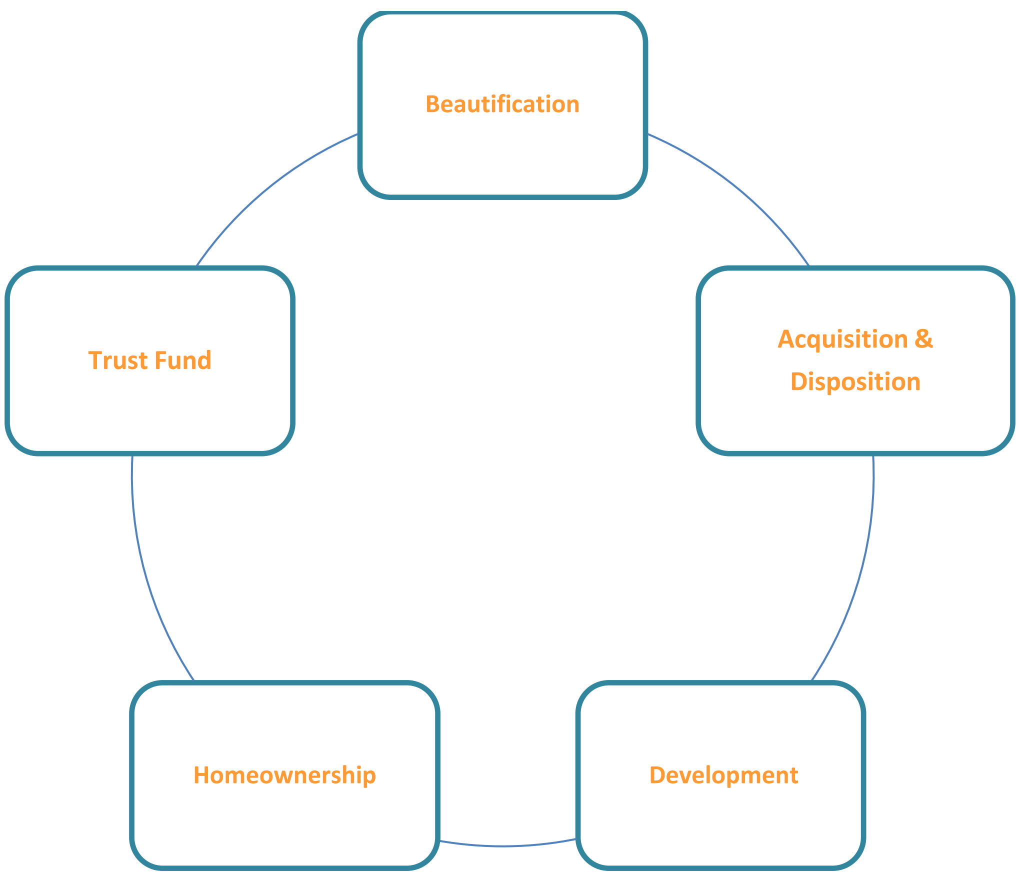
As the CRA experiences a surge of development, there is a transformation taking place citywide. Through a rebranding initiative, the City seeks to enhance its identity and create an evolved sense of place. The CRA is anticipating that population growth will expand with redevelopment. Keeping in mind that the CRA has a significant population of economically vulnerable residents, the CRA must adequately plan for smart growth, economic and community redevelopment.

The CRA struggles with scattered concentrations of neighborhood blight and abandoned properties which represent a lack of economic growth and community investment. This creates significant housing-related challenges that affect how community planning is implemented. The slum and blight stemming from vacant properties has created safety and public image challenges for the CRA's neighborhoods. These properties become tools for speculators and real estate investors who don't necessarily have an interest in community goals. The CRA recognizes the value of homeownership in creating and promoting neighborhood stability. In order to maintain and continue to improve the CRA's rate of homeownership, a priority has been placed on addressing the housing needs related to owner-occupied housing.

Recent development within the Community Redevelopment area can be seen through the various new hotels along Federal Highway (US-1) and the Dania Pointe 102-acre premier mixed-use development. It is anticipated that this growth will create heightened development and investment interest within the nearby neighborhoods of the CRA. While growth is ideal, there is a need to discourage neighborhood destabilization. To enable existing residents of the CRA to participate in and benefit from the growth of the CRA, there need to be programs that provide residential revitalization opportunities. The At Home Dania Beach program will accomplish this.

AT HOME DANIA BEACH Program Elements

The At Home Dania Beach Program encompasses a **simultaneous and multi-dimensional policy** to enhance the residential housing environment through the following five (5) strategies: Beautification, Acquisition & Disposition, Development, Homeownership and Trust Fund. Essentially, these strategies represent sub-programs that together serve to improve the overall residential housing market via simultaneous implementation.



1. Beautification

One of the most revealing elements of any neighborhood or community is the way it looks. The appearance and condition of streets, buildings and open spaces tell the story of a community. For residential property, external appearance is typically referred to as curb appeal. Curb appeal refers to the attractiveness of the exterior of a residential property as viewed from the street. Curb appeal is often used as an indicator of the initial appeal of a property to prospective homebuyers but is also used to characterize an entire neighborhood. Perceptions are made about neighborhoods based on the level of curb appeal displayed from home to home. The consistency of attractive homes in an area serve to give the perception that a neighborhood is safe, appealing and a great place to live. When people invest in maintaining and beautifying their property, it spurs a feeling of pride in the neighborhood and promotes a better quality of life.

The home Beautification aspect of the At Home Dania Beach program gives CRA homeowners an opportunity to improve and beautify their property through a forgivable loan or grant. The purpose of the home Beautification is to assist single-family homeowners with the financial assistance needed to enhance the street-visible appearance of their property. Under the Beautification program, the Dania Beach CRA provides assistance to qualified homeowners through a one-time loan of up to $2,500.00 to aid with the cost of landscaping and/or exterior paint for their property. The loan does not need to be paid back subject to program terms. By beautifying their homes, these residents help to better the overall aesthetics of the community and increase property values.

Eligibility

The Beautification Program is available to residents (extremely low to moderate income*) and property owners in the Dania Beach Community Redevelopment area.

- All applications will be evaluated prior to approval. Upon application, the property will be inspected to determine if repairs are needed due to rotten wood, gutters, etc. Any home deemed to need repairs prior to painting may be ineligible for the grant.
- Up to $2,500.00: The applicant must be the owner and occupant of a homesteaded single-family home or townhome or duplex (triplex, quadplex, apartments and condos are not eligible). Applicants must not be the owner of any investment properties within Broward County. Prospective applicants must meet income eligibility requirements and their property taxes must be current and in paid status.
- Up to $1,500.00: The applicant may be a property owner that does not occupy the property. Only single-family homes are eligible (townhomes, duplexes, apartments and condos are not eligible). Tenants of the property must apply through the property owner. Property owner must contribute $500.00 toward the project.
- Maximum of one award per year for homesteaded or non-homesteaded property owners regardless of number of properties owned.
- Owners of properties receiving grant funding may not reapply for funding for the same property for five (5) years.

Terms

The program will not reimburse an owner for work previously done, already underway or with a current permit. Funding is available on a first-come, first-served basis until funds are exhausted. The forgivable loan only needs to be repaid if the owner or owners sell their property within four (4) years of participating in the program. If the property owner keeps the property for four (4) years following participation in the program, no repayment will be required. Residents may select from a listing of preapproved qualified contractors that will be utilized to perform the landscape installation and/or painting. The contractors will be responsible for updating their insurance and licensing information as required. Landscaping expenditures should not include sculptures, statues, fountains, rocks, topiaries, seasonal plants or any amenity items. Residents may use funds for the purchase and installation of perennial plants, palms and shade trees, landscape materials, asphalt removal and irrigation systems. Homeowners may select from a pre-approved list of paint colors (or seek pre-approval of a desired color). The CRA will pay costs directly to the eligible contractor upon completion of the work.

*Residents with low to moderate income may apply. Income levels are based on the Median Income for Broward County and are guided by HUD Income Limits. Income limits are listed below:

Household Size	Income Limit (Maximum)
1	$67,920
2	$77,640
3	$87,360
4	$96,960
5	$104,760
6	$112,560
7	$120,240
8	$128,040

Cost Impact**:** Twenty (20) Homes per year = $2,500.00 = **$50,000.00**

In addition, the CRA will continue to seek opportunities to leverage Beautification program resources with external funding sources.

2. Acquisition & Disposition

The City of Dania Beach has possession of a number of parcels within the CRA that are not being used for municipal purposes. In addition, there are several privately owned vacant properties within the CRA. Such properties often contribute to neighborhood blight, attract crime, present a fire hazard, generate no property tax revenue and contribute to declining property values of surrounding properties thereby decreasing property tax revenues further. The Acquisition & Disposition program is a suburban infill program designed to address the problem of neighborhood blight by revitalizing underutilized residential properties in the CRA. Based on the CRA Plan policy guidelines, the CRA shall actively pursue the purchase and/or redevelopment of vacant or abandoned properties in the redevelopment area as a priority. There are three (3) Acquisition & Disposition subcomponents: Neighbors First or Parks and Housing Infill. Depending on the size of the lot, there may be opportunities to allow neighboring property owners to purchase small vacant lots or develop those lots into passive, pocket parks.

Neighbors First – Small Undevelopable Lots

The people most affected by blighted, abandoned, un-kept property are often those who live next door to them. These properties bring down the value of nearby homes and encourage dumping, loitering and crime. One facet of the program targets parcels that are unsuitable for development. These are small pieces of land with little development potential. The Neighbors First program offers a process by which an existing homeowner can purchase publically-owned vacant properties needing rehabilitation and maintenance. A resident who owns a home next door to a piece of vacant or abandoned property can purchase the vacant parcel at minimal cost determined by the governing body. The purchaser is then responsible for maintaining or improving the property, thus increasing neighborhood aesthetics and property value. Repurposing lots as urban gardens or landscaped open space is ideal.

Eligibility

The subject property, even with waivers or variances, must be deemed inadequate for housing development as determined by the Dania Beach Code of Ordinances. The subject property is a real property (zoned residential) acquired by the municipality through a tax sale, administrative foreclosure program, transfer of lands available for taxes from Broward County or other administrative proceeding to satisfy a municipal lien against the property. Applicants must be current on all property taxes and free of obligations to the City. Applicants must be able to maintain the lot in accordance with all local building, housing and zoning codes and City ordinances. Homeowners applying to purchase property must have no properties in violation of zoning ordinances or have no outstanding fines related to zoning or code violations.

The CRA or City maintains the right to condition the transfer of the title on the buyer's acceptance of certain deed restrictions. Restrictions may be included in the deed to ensure properties are maintained in an agreed upon way and will be monitored by the City of Dania Beach. If the buyer fails to maintain the property as agreed, the CRA or City may exercise its discretion and take back title to the property from the buyer. The property will revert to the CRA or City if the buyer of the property does not fulfill the purpose for which the property was purchased and satisfy all conditions imposed on the sale of the property within one (1) year of the purchase date.

This program is intended to ensure that neighborhood homeowners, as vested parties of interest, are given the opportunity to take control of their neighborhoods by having first access to the vacant and dilapidated properties in their areas, and the chance to improve them for various uses including gardens or play areas. To ensure that this occurs, the Neighbors First program gives preference to potential buyers in the following manner:

- Homeowner occupying a property adjacent to the vacant property or sharing a common boundary with the parcel;
- Neighborhood association organization that is actively involved in the neighborhood;
- Non-profit organizations;
- Verifiable homeowners on the same block as the subject property

The applicant may choose to combine the parcel with his or her current owned property (if adjoined) to create one tax parcel where applicable. Upon receipt of the property, the successful applicant has one hundred and eighty (180) days to clean up the property in the manner described in their application. The successful applicant then has up to one (1) year (depending on the size of the lot) to complete the rehabilitation and/or development plan for the property in the manner described in their application. The successful applicant is required to pay, and shall not become delinquent on, all property taxes assessed on the property and must obtain all insurance required by the State of Florida related to his/her ownership of the property.

Pocket/Linear Park or Open Space - Small Undevelopable Lots

Alternatively, the CRA Board should consider any small undevelopable lot for the development of a passive or pocket park. Parks and open space of this nature can help to improve community aesthetics and quality of life. These spaces may be outfitted with outdoor fitness equipment, landscaping and/or public art. These parks do not need to be staffed but rather will require general maintenance.

Housing Infill – Workforce/Affordable Housing for Large Developable Lots

The CRA Plan charges the CRA to implement a neighborhood vacant lot acquisition program for replacement and infill housing. The CRA shall identify and acquire vacant lots within the redevelopment area for the development of new affordable or workforce housing. The CRA will recruit developers and builders to fulfill this goal. Properties may be deeded (via sale or transfer) to private entities, whether for-profit or non-profit developers. The CRA is empowered to give grants to such developers and builders to reduce the cost of developing the new housing structures. Such provisions should be followed by the City for City-owned land within the CRA in accordance with the CRA plan and Florida Statutes.

<u>Sale or Disposition of Property - F.S. 163.380 (1):</u>

The sale or disposition of publically owned land within the CRA must follow Florida Statutes and the municipal code (City Charter). The property must be used for the uses approved in the community development plan. Such use limitations would apply to the purchasers and their successors and assigns in accordance with the statute.

> F.S. 163.380 (1): <u>Any county, municipality, or community redevelopment agency may sell, lease, dispose of, or otherwise transfer real property or any interest therein acquired by it for community redevelopment in a community redevelopment area to any private person, or may retain such property for public use, and may enter into contracts with respect thereto for residential, recreational, commercial, industrial, educational, or other uses, in accordance with the community redevelopment plan, subject to such covenants, conditions, and restrictions, including covenants running with the land, as it deems necessary or desirable to assist in preventing the development or spread of future slums or blighted areas</u> or to otherwise carry out the purposes of this part. However, such sale, lease, other transfer, or retention, and any agreement relating thereto, may be made only after the approval of the community redevelopment plan by the governing body. <u>The purchasers or lessees and their successors and assigns shall be obligated to devote such real property only to the uses specified in the community redevelopment plan</u> and may be obligated to comply with such other requirements as the county, municipality, or community redevelopment agency may determine to be in the public interest, including the obligation to begin any improvements on such real property required by the community redevelopment plan within a reasonable time.

> F.S. 163.380 (2): <u>Such real property or interest shall be sold, leased, otherwise transferred, or retained at a value determined to be in the public interest for uses in accordance with the community redevelopment plan and in accordance with such reasonable disposal procedures as any county, municipality, or community redevelopment agency may prescribe</u>. In determining the value of real property as being in the public interest for uses in accordance with the community redevelopment plan, the county, municipality, or community redevelopment <u>agency shall take into account and</u>

give consideration to the long-term benefits to be achieved by the county, municipality, or community redevelopment agency resulting from incurring short-term losses or costs in the disposal of such real property; the uses provided in such plan; the restrictions upon, and the covenants, conditions, and obligations assumed by, the purchaser or lessee or by the county, municipality, or community redevelopment agency retaining the property; and the objectives of such plan for the prevention of the recurrence of slum or blighted areas. In the event the value of such real property being disposed of is for less than the fair value, such disposition shall require the approval of the governing body, which approval may only be given following a duly noticed public hearing. The county, municipality, or community redevelopment agency may provide in any instrument of conveyance to a private purchaser or lessee that such purchaser or lessee is without power to sell, lease, or otherwise transfer the real property without the prior written consent of the county, municipality, or community redevelopment agency until the purchaser or lessee has completed the construction of any or all improvements which he or she has obligated himself or herself to construct thereon. Real property acquired by the county, municipality, or community redevelopment agency which, in accordance with the provisions of the community redevelopment plan, is to be transferred shall be transferred as rapidly as feasible in the public interest, consistent with the carrying out of the provisions of the community redevelopment plan. Any contract for such transfer and the community redevelopment plan, or such part or parts of such contract or plan as the county, municipality, or community redevelopment agency may determine, may be recorded in the land records of the clerk of the circuit court in such manner as to afford actual or constructive notice thereof.

Restrictive Covenant

In compliance with F.S. 163.380 (1) and (2), for properties within the Community Redevelopment area owned by the City of Dania Beach or the CRA, the City or CRA should impose restrictive covenants and/or agreement terms on the land prior to leasing the property, declaring the land surplus or disposing of the property through transfer or sale. Restrictive covenants run with the land, and predetermine the uses for the property to be aligned with the CRA plan. Development and Homeownership standards are to be included in the restrictive covenant and/or agreement and are described in further detail in the *Development* and *Homeownership* sections listed below.

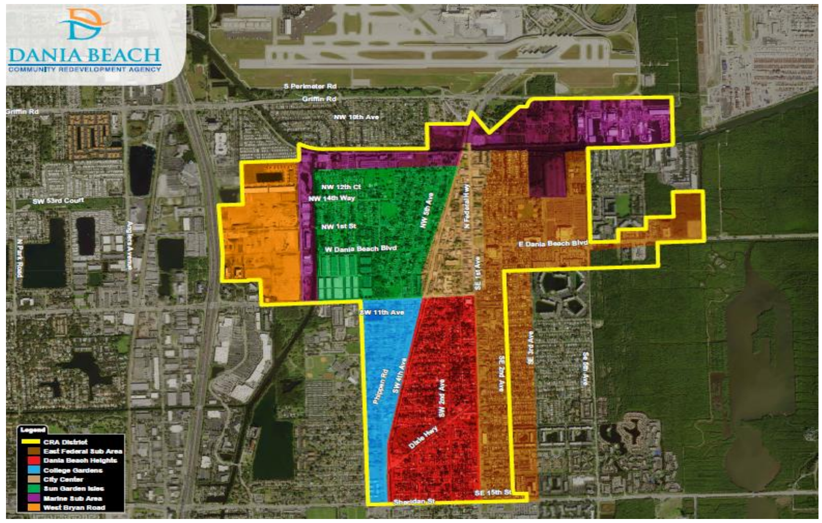
City Charter, Part X, Article 2, Sec. 4 - Power to Sell:

Subject to the restrictive provisions of this article, the city commission is empowered to sell or dispose of any lands, improvements, public buildings, parks or other lands now owned or subsequently acquired by the city. The deed of conveyance may place such conditions, limitations, and restrictions on the use of such property by the purchasers as the city commission shall deem proper.

3. Development – Targeted Neighborhoods

The Community Redevelopment area is characterized by a lack of homeownership and neighborhood engagement which has led to the substantial deterioration of the existing housing stock. In addition, there are several vacant and abandoned (bank-owned) properties within the CRA neighborhoods that are poised for infill redevelopment but currently create eyesores within the community. These vacancies present an opportunity to encourage the development and ownership of quality, affordable and/or workforce housing.

Vacant, abandoned and blighted property doesn't just damage tax rolls, its consequences are unsafe living conditions, crime, repelled private investment and a pattern of neglect. While the CRA and City of Dania Beach have helped to stabilize areas of the community using federal programs, there are still scattered vacant, abandoned, blighted and foreclosed properties throughout the CRA. Two neighborhoods in particular stand out: Sun Garden Isles (NW Byrd Pointe) and College Gardens.



Sun Garden Isles (Green on Map)
Among all CRA neighborhoods, Sun Garden Isles presents the greatest opportuntiy for reinvestment that *could* have a positive impact and support stabilization. Close proximity to Dania Pointe along with approximately 62 percent of housing units being renter occupied and 17.3 percent vacant, this neighborhood is vulnerable to destabilization, speculation and displacement. Median household income is low, at $19,989.00 and there is also a high rate of unemployment. The median age is 31.4 percent reflecting a younger population. There are numerous large parcels of undeveloped vacant land. This neighborhood has the potential to transform into a vibrant and vital residential neighborhood for young professionals.

College Gardens (Blue on Map)
Similar to Sun Garden Isles, the College Gardens neighborhood is experiencing housing conditions that threaten neighborhood stability. At approximately 62 percent renter occupancy for all housing units, and 17.5 percent vacancy, there is an opportunity for positive improvement and stabilization. This neighborhood has a young population with a median age of 34.5. It is composed of mostly families with children and an average family size of 2.89. The median household income is $27,289, with roughly 70 percent of households in this neighborhood being severely cost burdened, paying more than 30 percent of their income on mortgage or rent. This area is considered a "tipping point" area as it is typically stable but has a high number of vacant lands, code violations, and properties in disrepair.

Development Standards
It is important to note that the same conditions that could cause destabilization, if guided by thoughtful intervention, can create opportunities for improvement that benefit residents and provide for the needs of the most vulnerable populations within the CRA. Regardless of the method of acquisition and disposition, publically owned land within the CRA should be transferred via Agreement that includes mutually agreed-upon development and homeownership standards with monitoring provisions. Development standards should include, but are not limited to:

- Predetermined square footage (based on lot size)
- Predetermined number of Bedrooms and Bathrooms (based on lot size)
- Amenities and Characteristics (Interior and Exterior)
- Construction method (concrete masonry unit, structural insulated panel or steel frame)

- Green Building Practices and Energy Efficiency (Interior and Exterior)
- High Performance and Sustainable materials, appliances and fixtures
- Fixed Sales Price to developer (or transferred with minimum consideration as an incentive)
- Fixed Sales Price to Homeowner (plus up to 5%) – Between $200,000 and $210,000 based on current housing market.
- Timeframe for development: 12 months from Agreement/Delivery of Deed

Development Plan – For Six (6) Vacant Lots Owned by the CRA

The CRA requested and was deeded six (6) vacant lots by the City of Dania Beach for the development of single-family housing. By partnering with a high capacity non-profit organization that specializes in housing development, the CRA supports new affordable development on vacant parcels. These organizations not only bring structures in accordance with all applicable codes, but also improve the vacant property for resale to eligible homebuyers to promote neighborhood improvement and stability. These improved properties will promote public welfare and economic development for current residents of the Community Redevelopment Area.

1. Initial Development Standards established (as listed above)
2. CRA partners with lenders, housing counseling agencies and Broward County to cultivate eligible homebuyers
3. Transfer properties to high capacity foundation (minimal consideration as an incentive and as an investment)
   -Non-profit
   -$2 Million capacity to start development right away
4. Foundation partners with local developers to construct the homes (with approval of the CRA) for approximately $110.00/ square foot
5. Final development standards, design guidelines and plans approved by CRA
6. Contracted developers begin seeking City approvals and permits*
7. Construction begins
8. CRA accepts applications from eligible potential buyers and selects using a lottery system
9. Construction is completed
10. Homes are sold to selected eligible buyers; Sales price not to exceed $210,000.00
11. Sale proceeds are split between the Foundation and the CRA
    - CRA recoups appraised value of the vacant land (avg. $25,000.00 per home sold)
    - CRA receives additional 5% of sales price (up to $10,500.00 per home sold)
    - Foundation receives balance (up to $174,500.00 per home sold)

*CRA may be able to reduce construction costs by paying (or waiving if allowable) City impact and permitting fees which are roughly $7,000.00 per 1400sq.ft. home for a total of $42,000.00.

Example 1: 1400 sq. ft. Home - $210,000 Sales Price

A.	Land Value	$ 25,000.00
B.	Fixed Final Sales Price	$210,000.00
C	5% of Fixed Final Sales Price = 5%(B)	$ 10,500.00
D.	CRA Revenue after Sale= A + C	$ 35,500.00
E.	Foundation Revenue after Sale = B - D	$174,500.00
F.	Development Costs and Developer Fees	$154,000.00
G.	Foundation Return on Investment = E – F	$ 20,000.00

Example 2: 1200 sq. ft. Home - $200,000 Sales Price

A.	Land Value	$ 25,000.00
B.	Fixed Final Sales Price	$200,000.00
C	5% of Fixed Final Sales Price = 5%(B)	$ 10,00.00
D.	CRA Revenue after Sale= A + C	$ 35,000.00
E.	Foundation Revenue after Sale = B - D	$165,000.00
F.	Development Costs and Developer Fees	$132,000.00
G.	Foundation Return on Investment = E – F	$ 33,000.00

Total Revenue**:** Up to **$35,500.00** per lot. Up to **$213,000.00** for all six (6) lots.

Preserve the Block:

In addition to developing brand new homes, there needs to be a cohesive transition to the existing homes nearby. The CRA will be a good neighbor and reinvest profits from the sale of the properties to fund new property acquisitions and neighborhood improvements. Adjacent single-family homes will be painted and minimally landscaped to improve the aesthetic of the entire area.

Similar to the beautification program, if the homeowner agrees to have their home painted, they are obligated to stay in the home for four (4) years or will need to repay the funds to the CRA.
If the property owner keeps the property for four (4) years following participation in the program, no repayment will be required.

Cost Impact: Up to 12 homes x $2,500.00 = **$30,000.00**

4. Homeownership

The image and character of the CRA is greatly influenced by its residential property. With new commercial and municipal development on the rise, the City of Dania Beach offers a wonderful housing opportunity for new homebuyers, young professionals and retirees alike. Through the Homeownership aspect of the At Home Dania Beach program, more housing opportunity is available for those who want to purchase a home within the CRA, specifically in the targeted neighborhoods. By encouraging a homegrown pool of homebuyers, neighborhood stabilization and economic growth can occur at the same time.

The CRA will partner with housing counseling agencies, lenders, and Broward County to help make homeownership a reality for those seeking to purchase a home in the Community Redevelopment Area.

Homebuyer Education (Financial Literacy): Pre and Post Purchase

The CRA will partner with HUD-approved Housing Counseling agencies to provide pre and post purchase homebuyer and homeowner education course. This is needed to prepare CRA residents for homeownership and assist existing homeowners with maintaining homeownership. This ensures that buyers responsibly navigate homeownership to enhance and stabilize the community.

Cost Impact: **$5,000.00** for courses delivered in the City of Dania Beach.

Down Payment Assistance – Financing the Gap
In order to meet the gap between mortgage eligibility ($170,000.00) and purchase price ($210,000.00), low income homebuyers will need assistance to finance the gap ($40,000.00).

Home Purchase Financing	**Amount**
Mortgage Eligibility for Low Income Buyers at 80% AMI	$170,000.00
Funds Needed to Close (includes down-payment)	$ 40,000.00
Purchase Price	**$210,000.00**

Pending availability, Broward County's Housing Finance and Community Redevelopment Division can offer approximately **$20,000.00** for down payment assistance to each eligible homebuyer to purchase one of the six (6) homes being developed by the Dania Beach CRA. These funds are made possible through the Home Buyer Purchase Assistance Program funded via HOME, SHIP and/or CDBG funds allocated through Broward County for small, non-entitlement cities like Dania Beach.

Each year, the City of Dania Beach submits an application to Broward County for CDBG funding and is typically award between $150,000.00 and $170,000.00 per year. For the past several years, applications have been tied to capital or streetscape projects. If the City Commission is inclined, the upcoming funding application (available October 2018) can request a portion for down payment assistance. For example, the City may request that $60,000.00 be allocated for down payment assistance (**$10,000.00** for each homebuyer). In addition, the CRA will provide up to **$10,000.00** for down payment assistance for each eligible homebuyer who meets the criteria and is selected through the lottery. If buyers require additional assistance, the CRA may be able to provide additional resources from the revenue gained from previous sales.

Down Payment Assistance Source	**Per Home**	**Six (6) Homes**
Broward County Housing Finance (to individual applicants)	$20,000.00	$120,000.00
CDBG Allocation to Dania Beach from Broward County	$10,000.00	$ 60,000.00
Dania Beach CRA	$10,000.00	$ 60,000.00
Total	**$40,000.00**	**$240,000.00**

Cost Impact to CRA: $10,000.00 per buyer x 6 = **$60,000.00**

Eligibility – For Home Developed by the CRA

- Must currently reside in the Dania Beach Community Redevelopment Area (first priority);
  First responders living within the City of Dania Beach (second priority);
  Residents within the City of Dania Beach but outside of the CRA (third priority)
- Be a First-time homebuyer (must not have owned a home in the last three years)
- Income Eligible. Homes will be sold to households whose incomes are at or below 80% of the County area median income (AMI). Income limits are set by HUD. As of April 2018, the income limits are:

Household Size	Extremely Low (30%)	Very Low (50%)	**Low (80%)**	Moderate (120%)
1 person	$17,000	$28,300	**$45,300**	$67,920
2 person	$19,400	$32,350	**$51,750**	$77,640
3 person	$21,850	$36,400	**$58,200**	$87,360
4 person	$25,100	$40,400	**$64,650**	$96,960
5 person	$29,420	$43,650	**$69,850**	$104,760
6 person	$33,740	$46,900	**$75,000**	$112,560
7 person	$38,060	$50,100	**$80,200**	$120,240

8 person	$42,380	$53,350	**$85,350**	$128,040

- Minimum credit score of 680
- Able to pay down payment of at least 3% of the purchase price (VA loan down payment differs).
- Able to secure a first mortgage in an amount sufficient to purchase with up to $20,000.00 down payment assistance from the County's Home Buyer Purchase Assistance Program; $10,000.00 from Dania Beach CDBG allocation and up to $10,000.00 down payment assistance from the Dania Beach CRA
- Recipients of down-payment assistance from the City of Dania Beach or Dania Beach CRA may not sell the home for ten (10) years following the purchase.
- The down-payment assistance will be repaid if the owner or owners sell their property before ten (10) years from the purchase date. If the property owner keeps the property for ten (10) years following the purchase date, no repayment will be required.

Application and Pre-Qualification

- Complete application in its entirety
- A pre-approval or pre-qualification letter from an approved lender, documenting that the lender has reviewed applicant's credit and income. CRA will provide a list of participating lenders; however, the applicant may choose any lender that abides by County underwriting guidelines. Loans must be 30-year fixed rate.
- Within 60 days of entering into contract to purchase, each buyer must attend and receive a Homebuyer Education (HBE) Certificate from the provided list of HUD-approved housing counseling agencies. Failure to obtain the HBE Certificate in the time period will cause a cancellation of the purchase contract.
- Upon purchase and delivery, buyers must complete a post homeownership class covering topics such as mortgage, insurance, property taxes and maintenance.

5. Trust Fund

Affordable and workforce housing is a very critical issue in the City of Dania Beach, Broward County and most of South Florida. One way to mitigate the lack of affordable housing is to establish an Affordable Housing Trust Fund. The CRA through the City of Dania Beach can create an affordable housing trust fund that is tied to the mixed-use zoning districts that would allow development to pay "in-lieu" of providing affordable housing that can be used to purchase vacant residential lots or properties for infill housing and/or improve existing housing stock within the CRA neighborhoods.

The idea is that developers would pay (prorated by size of project) into the fund, if they chose not to build affordable housing as part of their project. The City of Dania Beach currently has some "payment in lieu of" regulations including the payment in lieu of replacement/relocation of trees that funds the Tree Preservation Trust Fund. In addition, Broward County has regulations in place that encourage or mandate payment into a Trust Account for certain housing development projects. These payments are to cities such as Dania Beach. This presents another revenue source and avenue or opportunity to initiate the Affordable Housing Trust Fund.

Cost Impact: None

Potential Revenue: To Be Determined

At Home Dania Beach

Residential Revitalization and Rehabilitation Program

TOTAL FUNDING REQUEST FY 2018-2019
= $155,000.00

PROJECTED PROGRAM REVENUE FY 2018-2019
= $218,000.00

Component	**Expense**	**Description**
Beautification (20 Homes)	$ 50,000.00	Paint or landscaping up to $2,500.00 per home
Development: Preserve the Block (12 Homes)	$ 30,000.00	Paint and landscaping adjacent to newly developed lots; $2,500.00 per home
Down Payment Assistance (6 homebuyers)	$ 60,000.00	$10,000.00 to each eligible buyer for Down payment or closing costs
Legal/Real Estate Services	$ 10,000.00	Attorney/Realtor fees
Homebuyer/Homeowner Education	$ 5,000.00	Course delivered in Dania Beach
Total:	**$155,000.00**	
Component	**Revenue**	**Description**
Development: New Dania Beach Ad Valorem Taxes & Non Ad Valorem Assessments from 6 new homes	$ 5,000.00	-To the City of Dania Beach - Approximately $833 per home.
Development: Sale of 6 Home	$213,000.00	Revenue after Sale
Trust Fund	To be determined	
Total:	**$218,000.00**	

*****If vacant lots were sold via the Surplus process, the approximate revenue would equal approximately 90% of the appraised value = $135,000.00 for all six (6) lots.**

Presented: June 12, 2018

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

100 W. Dania Beach Blvd.
Dania Beach, Florida 33004

tel (954) 924-6801
fax (954) 921-2604
www.DaniaBeachCRA.org

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: June 12, 2018

Re: West Dania Beach Boulevard Railway Crossing Improvements

One of the biggest visual and physical dividers within most eastern cities in South Florida is the railroad track. The City of Dania Beach is no different with several miles of railway traversing the City. One crossing of major concern is located at West Dania Beach Boulevard between 3rd and 4th Avenue.

At any point during the day, pedestrians of all ages and physical capacities can be seen crossing the tracks. The existing conditions at the site do not provide for sidewalks or a safe way to cross the tracks. Functionally, the slope of the road at the crossing impairs driver visibility.

In addition to safety and function, there are also aesthetic concerns. As one of the primary entrances and exits to a large Community Redevelopment area neighborhood, the railway crossing provides a poor visual transition into and out of the neighborhood.

As no Broward Metropolitan Planning Organization (MPO) or City of Dania Beach projects of this scope are currently in place or in discussion for future funding allocation before the year 2045, it is imperative that the CRA take steps to mitigate the safety issues and improve the appearance at the railway crossing.

Based on initial discussions with the Public Services and Community Development departments, as well as a local engineering firm, the following proposed improvements are being recommended for planning and consideration:

- Raise West Dania Beach Boulevard to create a smoother ride over the railroad track
- Improve sight distance
- Sidewalk improvements to provide safety and continuity
- Enhance landscaping to increase aesthetics at neighborhood entrance and exit

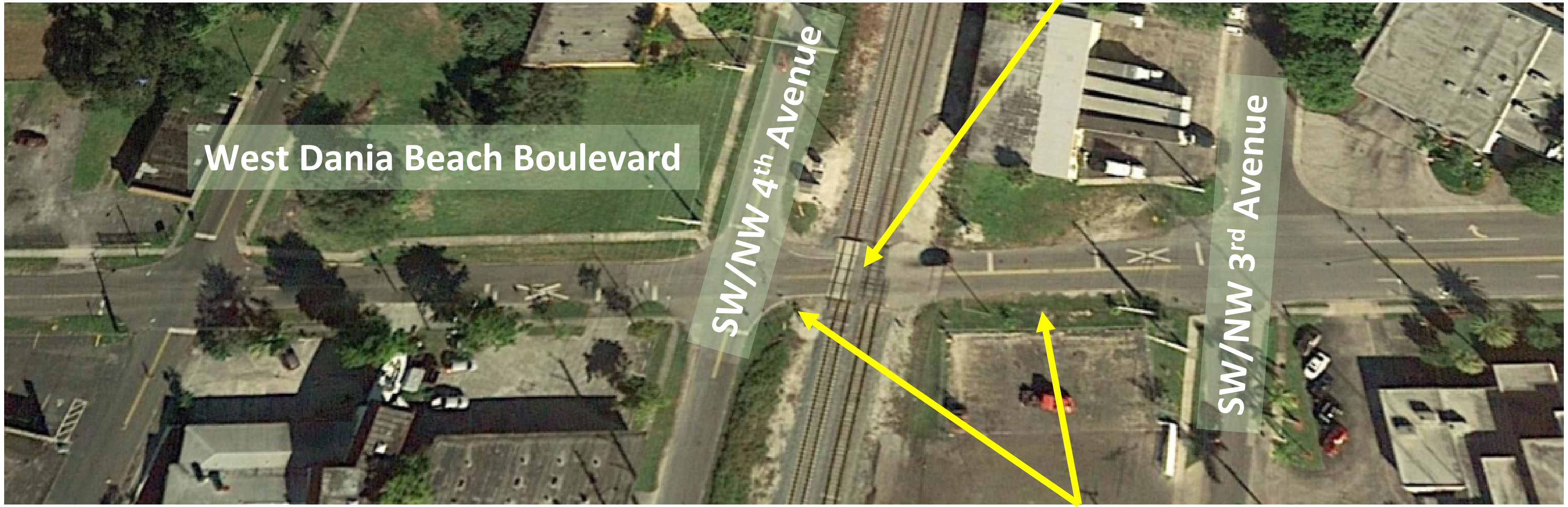
The CRA Board has allocated funding for streetscape projects for Fiscal Year 2017-2018. CRA staff is seeking to explore the potential of this project. If the CRA Board approves, the CRA will reach out to Florida East Coast Railway (FEC), City of Dania Beach staff and an engineering firm under the CRA's continuing services contract to determine if an effort can be made to plan, design, coordinate and/or improve the site.

<u>Recommendation</u>

It is recommended that the CRA Board authorize the CRA to proceed with investigating and exploring plans to facilitate improvements at the railway crossing at W. Dania Beach Boulevard.

Existing Conditions

Railroad Crossing Hump



No Sidewalk
No landscaping

Proposed Improvements

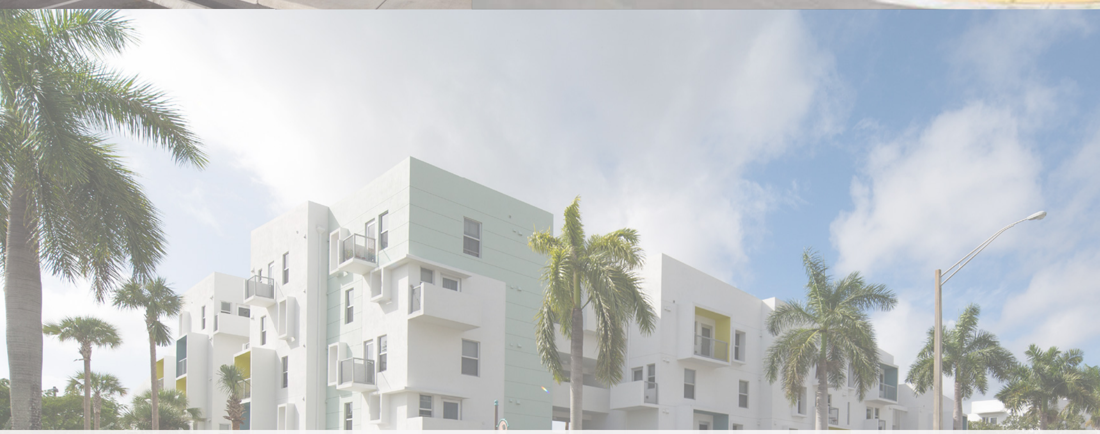
- **Raise WDBB profile to create a smother ride over the RR tracks and improve sight distance**
- **Enhance landscaping**
- **Sidewalk improvements to provide safety and continuity**

Proposed Improvements

- Raise WDBB profile to create a smother ride over the RR tracks and improve sight distance
- Enhance landscaping
- Sidewalk improvements to provide safety and continuity

Example of similar location

The Coordinating
Council of Broward



HOUSING BROWARD: AN INCLUSIVE PLAN

2018 - 2028

RECOMMENDING HOUSING POLICY, GOALS, AND ACTIONS

JANUARY 2018

From Senator Nan Rich & Executive Director Sandra Veszi Einhorn

March 19, 2017

Dear Community Partners and Stakeholders,

More than 44% of Broward County residents represent ALICE (Asset Limited, Income Constrained, Employed) families that earn more than the poverty level but less than the basic cost of living in Broward. Over the last 18 months, the Coordinating Council of Broward has convened meetings and focus groups around this issue to analyze data, understand market conditions, and build consensus around the lack of affordable housing at all income levels. South Florida continues to be the most cost burdened metro region in the nation, with over half of Broward residents spending more than 30% of their monthly income on housing expenses.

With so much uncertainty at the state and federal level, it is incumbent upon all of us to come together around local solutions. In 2017, we convened the Broward Housing Summit in conjunction with the Broward Housing Council. Since then, we have engaged business, gov-ernment, and nonprofit leaders in solution driven dialogue.

The result of our work is the Housing Broward Plan. This plan represents ideas and strategies that have been vetted and have strong support from a variety of stakeholders, including developers, residents, and advocates, as well as municipal leaders and business leaders. We focused on national best practice models, taking into consideration the nuances of our region.

We look forward to seeking solutions as a community and leading the way to ensure that residents at all income levels are able to access safe and affordable housing. We thank you for your partnership in this endeavor.

Sincerely,

Nan

Senator Nan Rich, Chair

Sandra Veszi Einhorn, Executive Director

The Coordinating Council of Broward, Inc. Board of Directors

Senator Nan Rich, *Chair of Coordinating Council of Broward,* Broward County Board of Commissioners

Edith Lederberg, Executive Director
Aging and Disability Resource Center

Charlotte Mather-Taylor, CEO
Ann Storck Center

Shiela Smith, CEO
Broward 211- First Call for Help

Silvia Quintana, CEO
Broward Behavioral Health Coalition

Dr. Avis Proctor, President, North Campus
Broward College

Kimm Campbell, Director, Human Services
Broward County

Mary Lou Tighe, Executive Director
Broward League of Cities

Michael De Lucca, President and CEO
Broward Regional Health Planning Council

Colonel Frank Adderley, Community Affairs
Broward Sheriff's Office

Kareen Boutros, Executive Director
Broward Workshop

Mason Jackson, CEO
CareerSource Broward

Larry Rein, Interim President and CEO
ChildNet

Cindy Arenberg Seltzer, President and CEO
Children's Services Council

Linda Carter, CEO Community Foundation of Broward

Silvia Beebe, Community Development Administrator Department of Children & Families

Dr. Paula Thaqi, Administrator
Department of Health

Renee Jaffe, CEO
Early Learning Coalition of Broward

Ron Drew, Executive Director
Greater Fort Lauderdale Alliance/Six Pillars

Dr. Steven Ronik, President and CEO
Henderson Behavioral Health

Bruce Yudewitz, CFO
Jewish Federation of Broward County

Tim Curtin, Administrative Director
Memorial Healthcare System

Dr. Fred Lippman, Chancellor, Health Services
Nova Southeastern University

Mickey Pope, Director, Student Success Initiatives
School Board of Broward County

Kathleen Cannon, President and CEO
United Way of Broward County

Acknowledgements

The Coordinating Council of Broward, Inc. appreciates the generous support and contribution of the Health Foundation of South Florida to the "Housing Broward: An Inclusive Plan." During the planning process, significant progress has been made in addressing the affordable housing challenges faced in Broward County.

In 2017, for the first time in Broward County's history, the Board of County Commissioners invested $5 million of general revenue funds for affordable housing, with a commitment to continue that funding for 3 years and a plan to utilize 50% of sunsetting CRA monies in the future. These funds will be leveraged to increase the number of affordable units to be built, rehabilitated, and rented to low and moderate income households. The Broward County Human Rights Act has been updated to include protections from housing discrimination against veteran or service member status, lawful source of income, or being the victim of domestic violence, dating violence, or stalking. The County also approved BrowardNEXT, a comprehensive update to the County's land use plan, which included a number of policies and programs to address affordable housing.

The Broward County School Board supported changes to their impact fee waiver program. These changes include extending waivers to include very low and low income certified units, doubling the maximum per project threshold to $50,000, and doubling the redemption period of the waiver letters from 30 days to 60 days.

The Broward County Charter Review Commission has also addressed the issue of affordable housing. In late 2017, they voted overwhelmingly to place an initiative on the November, 2018 ballot for Broward County voters to approve the creation of a Broward County Affordable Housing Trust Fund.

The CCB acknowledges the Broward Housing Council, the Greater Fort Lauderdale Alliance, the Broward Regional Health Planning Council, Nova Southeastern University, and the Broward Workshop for their generosity in hosting over 400 stakeholders that participated and provided meaningful recommendations, feedback, and information throughout the past year.

The CCB also thanks the principal author of this report, James Carras, Principal, Carras Community Investment, Inc. and Nika Zyryanova for report design.

Cover pictures: Kennedy Homes, Fort Lauderdale, Designed by Glavovic Studios, picture by Robin Hall.
Village Place Apartments, Fort Lauderdale, costructed by Housing Trust Group
Arbor View, Margate, costructed by Housing Trust Groupand
East Village, Davie, financed and constructed by Broward County Housing Authority (BCHA)

Table of Contents

Executive Summary

Overview

Broward County is at a pivotal point where it is experiencing economic growth and low unemployment. However, housing costs have been growing at a rapid pace and incomes cannot keep up. Housing Broward: An Inclusive Plan outlines goals and actions to create and preserve affordable housing for all Broward residents. The plan is centered around a set of guiding principles and four core goals.

Fundamental Guiding Principles

People of all income levels, in all of Broward's communities, should have a **range of housing options** and should have **access to quality, affordable housing.**

Broward's **future prosperity and economic vitality** is tied to its ability to house its workforce.

The plan requires **creative and flexible approaches** advanced by a **diverse set of partners.**

There is **no silver bullet** that will solve this problem, and a one size fits all approach will not work.

Private-sector investment and involvement is a critical component of building the market and providing affordable housing in all types of neighborhoods.

Public investments in housing should be strategically focused to achieve particular goals and to attract the maximum amount of private investment.

Increasing the capacity and production of dedicated non-profit housing organizations, including community development corporations and community land trusts, is essential for program delivery.

Communication and coordination among all stakeholders that connect residents to affordable and supportive housing is essential to a successful housing strategy.

Core Goals

The Plan provides four major goals including:

I. Create and preserve dedicated affordable housing units

II. Promote affordability by increasing the overall supply of housing and lowering barriers and costs

III. Help renters and homeowners maintain housing stability

IV. Help renters and homebuyers afford units they locate in the private market

Priorities for Action

The action steps to implement the four major goals that have the highest priority include:

- Generate revenue for affordable housing by creating a Broward County Affordable Housing Trust Fund, as well as local municipal Trust Funds.
- Establish county and municipal incentives or requirements for affordable housing by creating county and local mixed-income housing requirements.
- Create an independent, public/private housing partnership intermediary.
- Promote long-term affordability of housing through community land trusts.
- Encourage greater involvement of Broward's Community Redevelopment Agencies in addressing affordable housing.
- Leverage publicly-owned land for affordable housing development.
- Adjust land use and zoning regulations to encourage more housing development and create new units with an adjustment in zoning codes to include compact units.
- Promote and ensure transit oriented development with a strong emphasis on affordable housing.
- Support a living wage and minimum wage increases.
- Engage major employers and anchor institutions.
- Increase engagement with area financial institutions to ensure equal access to home mortgages, as well as increased community development lending and investment.

Introduction

Housing affordability is vital to the social and economic sustainability of our community. By providing a range of affordability, young families, seniors and employees directly benefit and become more successful. Housing affordability also strengthens our economy by; enhancing our market competitiveness; ensuring employers have access to the workers they need for a variety of jobs; providing better access for workers to homes near their jobs, attracting the best employees, connecting business owners with a stable customer base, and allowing consumers the flexibility to spend less of their income on housing. The ability to provide sufficient affordable housing to people at all income levels is increasingly important for meeting Broward County's full economic development potential. Workers in emerging industry sectors as well as workers in lower-wage jobs form the backbone of the County's economy. Without a sufficient supply of housing affordable to these workers and their families, it will become increasingly difficult to continue to grow a vibrant, sustainable economy in the future.

Purpose of Housing Broward – An Inclusive Plan

Housing Broward: An Inclusive Plan provides a unified, strategic direction with specific goals and actions that will position Broward County and its municipalities to implement solutions for affordable housing. This Plan has grown from the dramatic need for affordable housing, particularly for those who earn less than 60% of the annual median income. Federal resources have been decreasing for a number of years and are currently under further threat from budget cuts. The State Sadowski Housing Trust Fund has been swept annually for general fund purposes rather than to address affordable housing, for which the funds were mandated to be used.

At the local level, there have been numerous plans that have been prepared for both the County and municipalities, including Housing Elements of Comprehensive Land Use Plans, Consolidated Plans (HUD mandated plans for Community Development Block Grant and HOME funds), the Homeless Plan for Broward (Continuum of Care), Assessments of Fair Housing, Public Housing Agency Plans, and State of Florida mandated SHIP plans. BrowardNEXT, a comprehensive update to the County's land use plan, was adopted in September 2017 and included a number of policies and programs to address affordable housing. Most of these aforementioned plans focus on programmatic and statutory requirements and do not necessarily address affordable housing needs from a comprehensive local housing strategy.

In response, Housing Broward: An Inclusive Plan's goal is to help align resources, specify strategies, and clarify and coordinate the community's role in achieving the shared vision for the future. A robust community engagement process and research from many cities that have prepared comprehensive housing strategies and guidance from numerous housing experts has informed this Plan. The Plan includes a vision, a set of Guiding Principles, a review of priority housing needs in Broward, and a focus on specific goals and action steps.

Vision

A vibrant housing market with a range of choices for existing and new residents at all income levels throughout Broward County.

Guiding Principles

- People of all income levels, in all of Broward's communities, should have a range of housing options and should have access to quality, affordable housing including workforce, the homeless, the elderly, people with special needs, and others.
- Broward's future prosperity and economic vitality is tied to its ability to house its workforce.
- A commitment to diverse communities and affirmatively furthering fair housing is essential to a healthy, vibrant Broward County.
- Public and private resources will be needed to address the affordable housing crisis.
- To address the crisis, the plan requires creative and flexible approaches advanced by a diverse set of partners.
- There is no silver bullet that will solve this problem, and a one size fits all approach will not work.
- Private-sector investment and involvement is a critical component of building the market and providing affordable housing in a variety of neighborhoods.
- Public investments in housing should be strategically focused to achieve particular goals and to attract the maximum amount of private investment.
- Housing strategies should be coordinated with broader social equity efforts to create safe and healthy communities, schools of excellence, thriving businesses, employment opportunities, effective transportation choices, and a sustainable environment.
- Long-term affordability requirements are critical to addressing the issue for future residents.
- Increasing the capacity and production of dedicated, non-profit housing organizations, including community development corporations and community land trusts, is essential for program delivery.
- Communication and coordination among county and city departments, private-sector partners, community-based organizations, and agencies that connect residents to affordable housing is essential to a successful housing strategy.

Community Engagement

The Coordinating Council of Broward (CCB) and the Broward Housing Council (BHC) jointly engaged key community stakeholders throughout the development of *Housing Broward: An Inclusive Plan.* The CCB is a county-wide organization comprised of the top executives of state and county entities from both the public and private sectors, who are responsible for the provision of a broad array of health, public safety, education, economic and human services. This year, the CCB established affordable housing as its primary issue, with its focus on educating the broader community and advocating for solutions. The BHC is a Broward County Charter-created body and serves in an advisory capacity to the Broward County Commission. The BHC Work Plan for 2017 focused on identifying key solutions to the affordable housing crisis and sharing those solutions with the Board of County Commissioners.

With the collaboration of the Coordinating Council of Broward and the Broward Housing Council, the Broward Housing Summit was held in March 2017 and was attended by over 200 people. Through facilitated participants' working solutions sessions, a list of specific recommendations was created (see Appendix). One of the primary recommendations was the creation of a comprehensive housing strategy for Broward and its municipalities that detailed the multitude of solutions as well as stakeholder roles. With the support of the Health Foundation of South Florida, the preparation of the Plan began in the summer of 2017.

After a comprehensive review of other community housing plans across the country similar to the Broward initiative, a series of listening sessions were planned and conducted including:

- Greater Fort Lauderdale Alliance (two sessions) with business representatives
- Non-profit organizations
- Broward Housing Council
- Broward Workshop Urban Core Committee
- Financial institutions
- Coordinating Council of Broward

In addition, a survey was provided, and more than 70 responses were received from a diverse group of stakeholders (See Appendix for all of the responses).

One: Broward Context and Need

Defining Affordable and workforce Housing

Affordable Housing: Standard, nationally-adopted guidelines for measuring housing affordability were used for this analysis of housing needs in the County. Specifically, a household spending 30 percent or less of its income on housing costs is assumed to have "affordable housing," while a household spending more than 30 percent of household income on housing is defined as being "cost burdened." Those spending more than 50% of household income are "severely cost-burdened." National analyses of housing affordability use the 30-percent rule to track housing needs over time and many federal housing programs use the 30-percent rule in their regulations.

Workforce Housing: Unlike the term "affordable housing," workforce housing does not have an official definition such as the one provided by HUD for affordable housing. "Workforce housing" is often used to describe the provision of shelter to a segment of the local population that isn't really low-income but is challenged to find affordable housing in hot markets such as South Florida. The Urban Land Institute (ULI) defines workforce housing as "housing for people making up to 120 percent of area median income (AMI)."

The goals and actions in the Plan are based on analysis of the County's current housing market and patterns of affordability. Understanding the characteristics of the County's existing and future households—including household incomes, sizes, and presence of older adults and persons with disabilities—is essential for the recommendations of particular affordable housing policies and the adoption of specific tools. The information in this chapter summarizes the results of the Broward County Affordable Housing Needs Assessment conducted in 2014 as well as updated information from the Shimberg Center of the University of Florida and the Harvard Joint Center for Housing Studies Annual Rental Housing Report. The assessment makes evident the need for affordable housing in Broward County as homeownership is unaffordable to 80% of County households.

Income Limit by Number of Persons in Household

In Broward County, affordable housing specifically includes the following income level targets for the area, and is based on income categories determined by the U.S. Department of Housing and Urban Development (HUD):

Household size, EL=Extremely Low (30%), VL=Very Low (50%), L=Low (80%), M=Moderate (120%)

1 person: EL $15,250, VL $25,400, L $40,600, M $60,960

2 person: EL $17,400, VL $29,000, L $46,400, M $69,600

3 person: EL $20,160, VL $32,650, L $52,200, M $78,360

4 person: EL $24,300, VL $36,250, L $58,000, M $87,000

5 person: EL $28,440, VL $39,150, L $62,650, M $93,960

6 person: EL $32,580, VL $42,050, L $67,300, M $100,920

7 person: EL $36,730, VL $44,950, L $71,950, M $107,880

8 person: EL $40,890, VL $47,850, L $76,600, M $114,840

Source: Broward County and Florida Housing Finance Corporation

Broward County's Median Income

$60,900

Source: Broward County and Florida Housing Finance Corporation

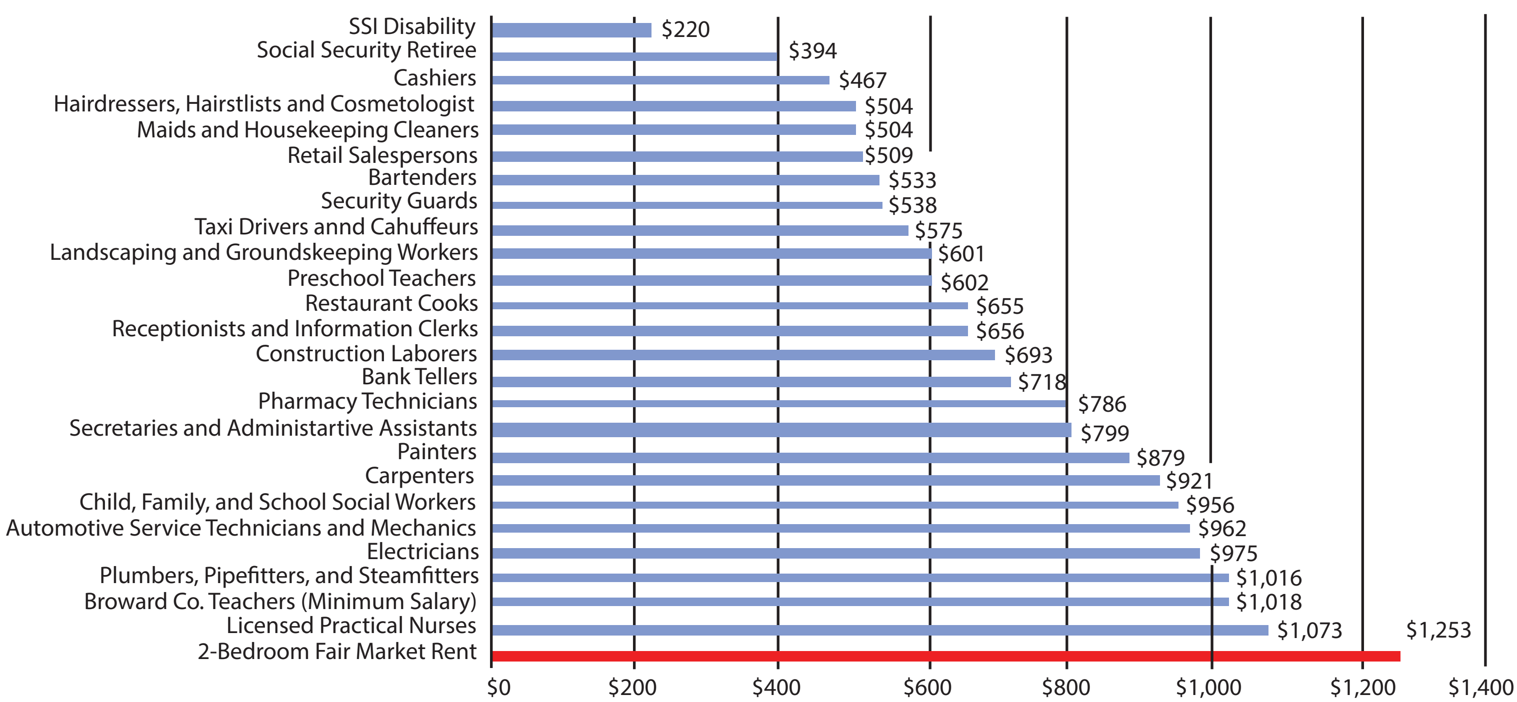
CURRENT MARKET PROFILE

Rents and Wages for Occupations in Broward County

According to the *Broward County Housing Needs Assessment*, escalating rental housing prices are significantly impacting Broward County's working families and households. Most working families and households earn salaries and wages in service sector occupations, including retail trade, leisure and hospitality, and educational and health services. The majority (54 percent) of Broward County's workers are employed in low-wage service sector occupations with hourly wages that translate to workers earning 40-60 percent of the County's median household income.

Rents outpace wages for many occupations in Broward County

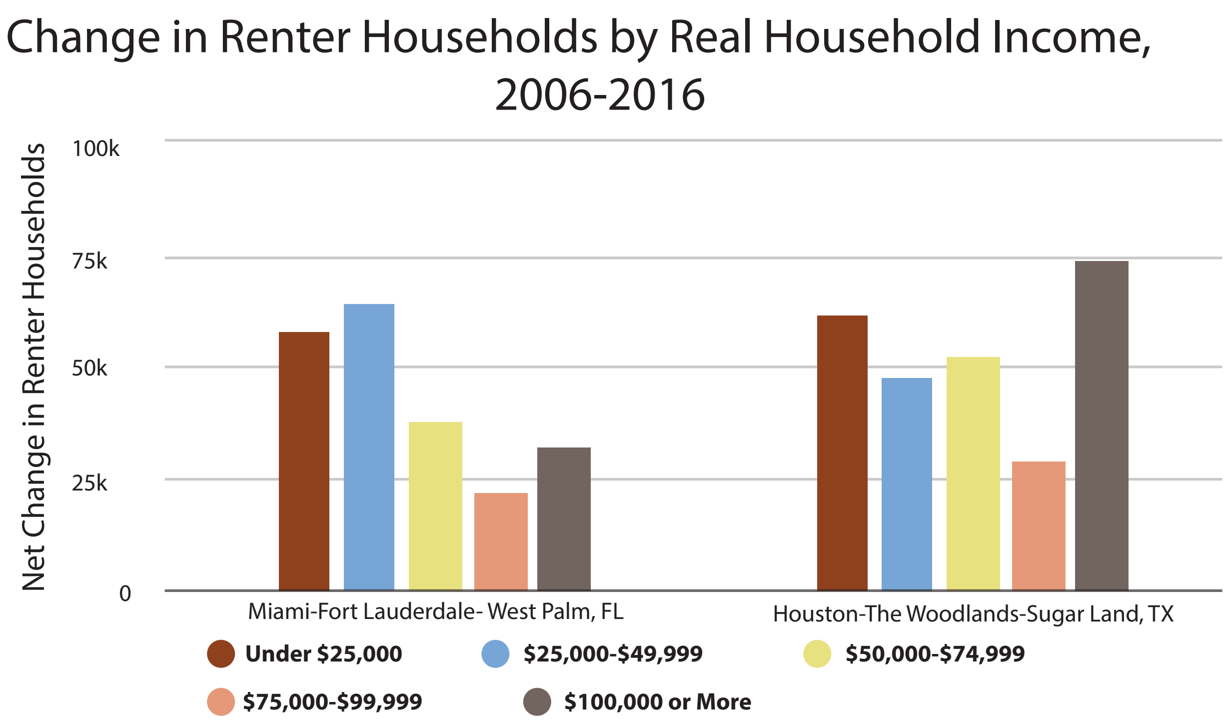
Affordable Rents for Median-Wage Workers vs. 2 Bedroom Fair Market Rent, Broward County, 2016



Based on median wage for occupation. Maximum rent calculated as 30% of monthly salary; compared to HUD Fair Market Rent for 2-Bedroom unit.
Source: Florida Agency for Workforce Innovation, 2016 Occupational Employment Statistics and Wages; U.S Department of Housing and Urban Development, 2016 Fair Market Rents; Broward Country Public Schools; U.S Social Security Administration.

Growth in Rental Households in Greater Miami Metropolitan Market Including Broward County

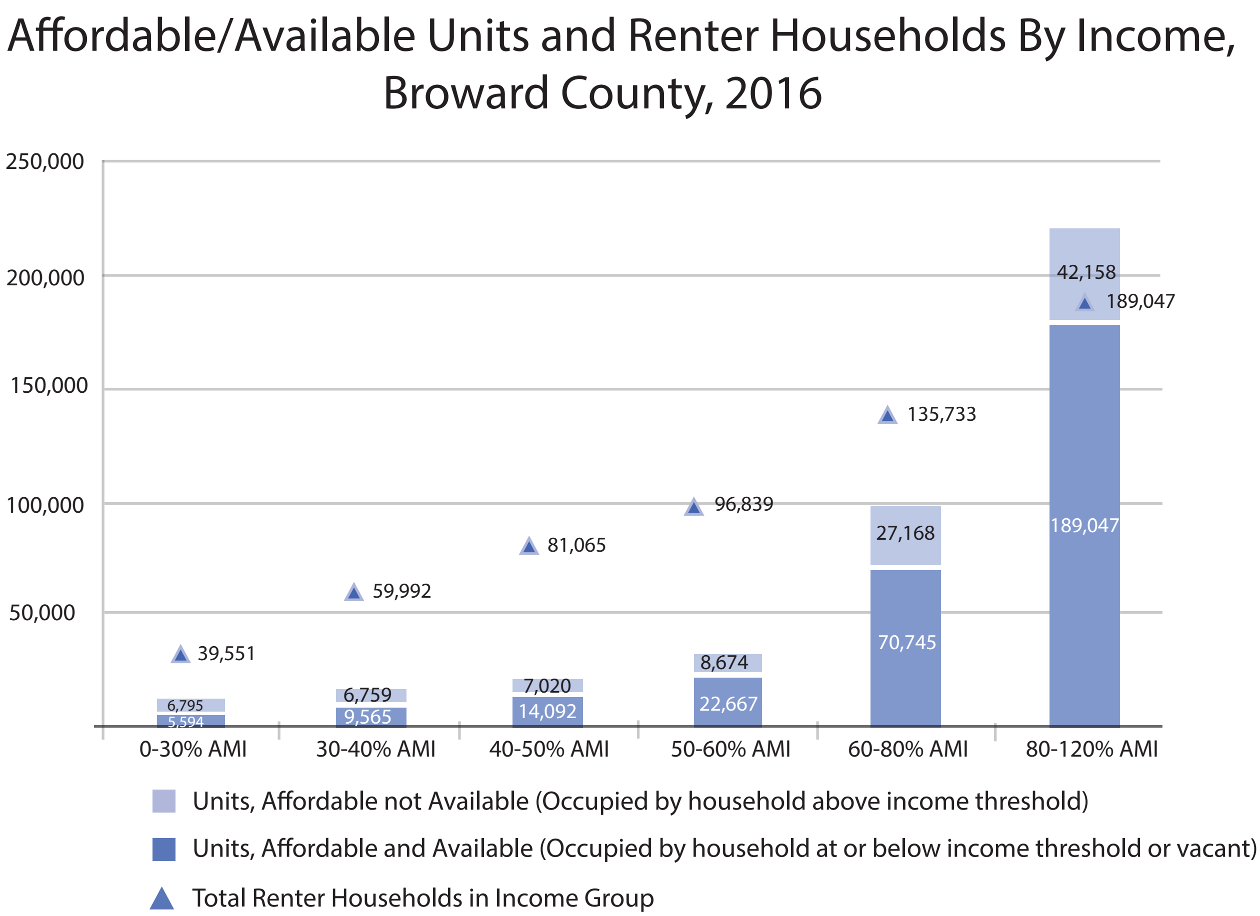
In the Miami metropolitan market, which includes Broward County, the number of renter households has increased by approximately 225,000, with over half of those households earning less than 80% of the area median income. The chart below compares the South Florida market to the Houston metropolitan area where similar growth has taken place.



Note: Household incomes are in constant 2016 dollars, adjusted for infliation using the CPI-U for All items.
Source: JCHS tabulations of US Census Bureau, American Community Survey 1-year Estimates using Missouri Data.

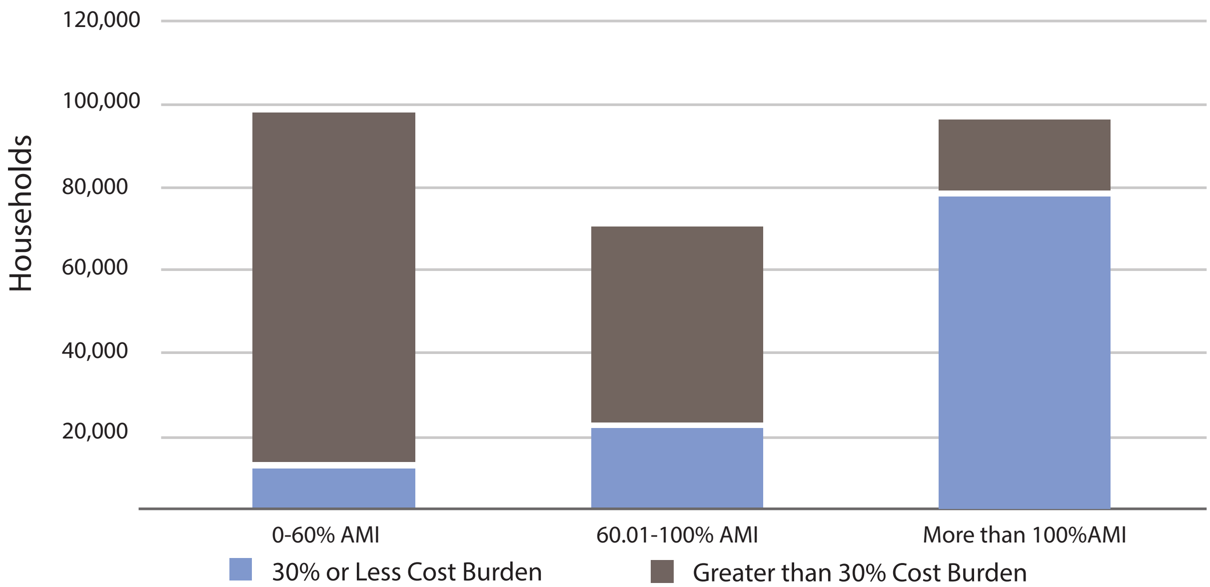
Affordable/Available Units and Renter Households by Income in Broward County

The "affordable / available" analysis shows that low-income renters compete with higher income renters for the limited supply of affordable rental units.



The Coordinating Council of Broward

Low- and Moderate-Income Renters – Cost Burdened in Broward County



Source: U.S. Census Bureau, 2016 American Community Survey 1-Year Public Use Microdata Sample (PUMS).

The greatest need for affordable rental housing in Broward is for those households earning less than 80% of the annual median income.

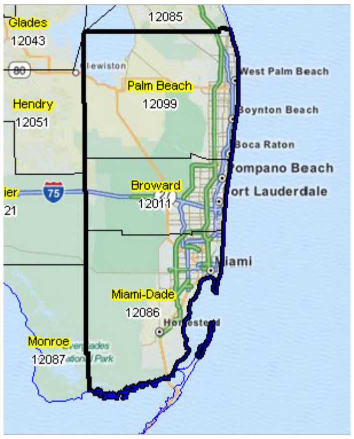
Of extremely low-income households (under $15,000 annual income) 77.8% are severely cost burdened, and 7.8% are moderately cost burdened, with a total of 85.7% of households being cost burdened.

Of low-income households ($15,000 to $29,999 annual income) 65.2% are severely cost burdened, and 24.2% are moderately cost burdened, with a total of 89.4% of households being cost burdened.

Of moderate-income households ($30,000 to $44,999 annual income) 24.7% are severely cost burdened, and 56.3% are moderately cost burdened, with a total of 81.0% of households being cost burdened.

Of middle-income households ($45,000 to $74,999 annual income) 4.3% are severely cost burdened, and 37.6% are moderately cost burdened, with a total of 41.9% of households being cost burdened.

Source: Harvard Joint Center for Housing Studies Annual Rental Housing Report 2017 and American Community Survey data 2016



Broward County is a part of the Miami-Fort Lauderdale-West Palm Beach Metropolitan Statistical Area (MSA). Source: ProximityOne information resources & solutions

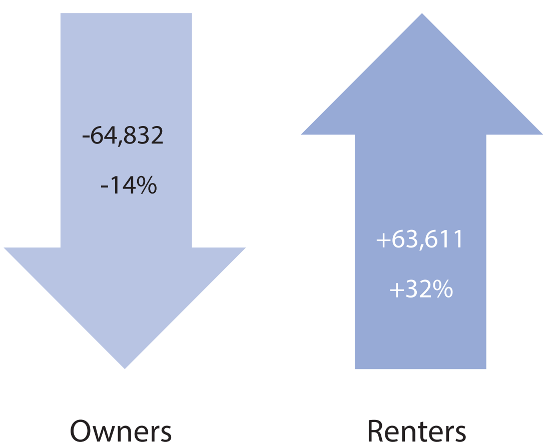
South Florida Is the Most Rent-Burdened Region in the US

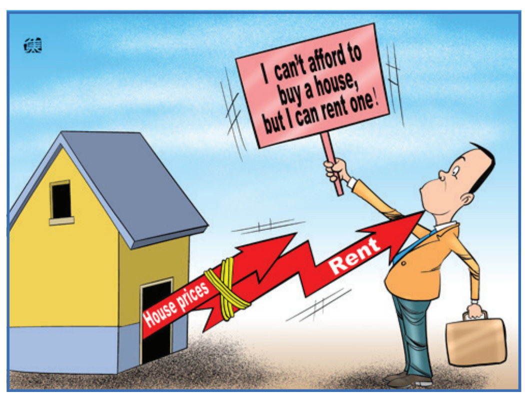
Metro Area	% of Renters with Cost Burdens	% of Renters with Cost Burdens
Miami-Fort Lauderdale-West Palm Beach, FL	62%	36%
New Orleans-Metairie, LA	55%	35%
New Haven-Milford, CT	57%	33%
Los Angeles-Long Beach-Anaheim, CA	58%	32%
Fresno, CA	55%	32%

Increase in Renters; Decrease in Homeownership Broward County

Renting is on the rise.

Change in Owners & Renters, Broward County, 2006-2016





Broward County lost nearly 65,000 homeowners between 2006 and 2016 and gained nearly that many renters over the same period.

Renter growth includes new households and households switching from owning to renting.

Source: U.S. Census Bureau, 2006/2016 American Community Survey 1-Year Public Use Microdata Sample (PUMS).

The Coordinating Council of Broward

AFFORDABLE HOMEOWNERSHIP HOUSING NEEDS IN BROWARD COUNTY

Overview

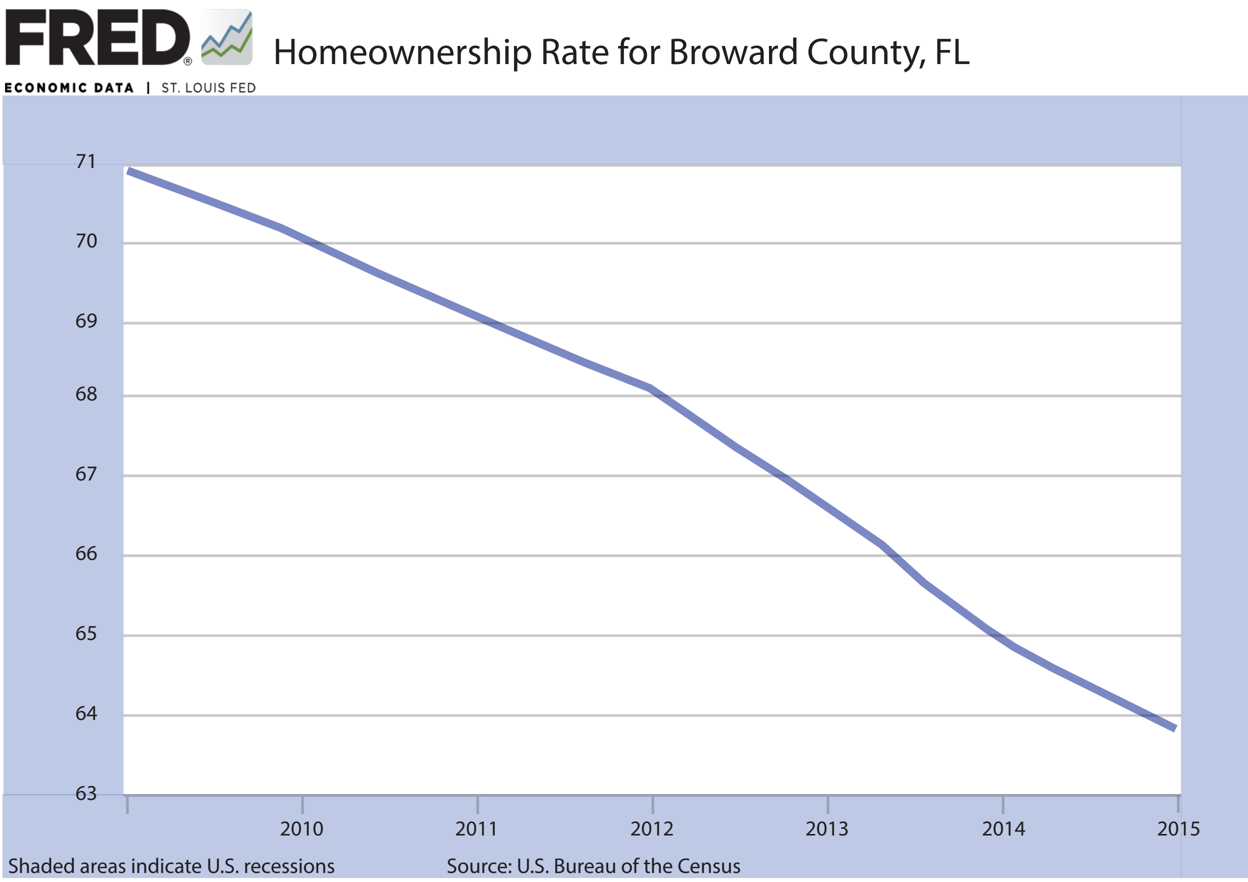
According to Florida International University's Metropolitan Center's *2014 Broward County Affordable Housing Assessment,* a significant demand exists for affordable housing throughout Broward County. The need is primarily centered on households below 60% of the annual median income. The assessment makes evident the need for affordable housing in Broward County as homeownership is unaffordable to 80% of county households. The County's study found that with a median sale price of $268,500, purchasing a home is only affordable for households earning 208% and above (approximately $120,000) of the County's median household income. As of 2014, only 20% of households exceed the 208% threshold. In 2017, Broward County's median value for a single-family home reached $325,000, which constituted a seven (7) percent increase from the prior year, according to the Greater Fort Lauderdale Realtors. Broward's median single-family home value has increased 51 percent over the past four years.

Gap

Median income for Broward County is $60,900. By federal standards, such a household will be able to afford a house valued at approximately $185,000. Thus, the gap for the median income household in Broward is $125,000.

Homeownership Rate for Broward County

The homeownership rate for Broward County is 63.7%. This is a decrease from the 70.8% rate in 2009 at the beginning of the Recession. As previous graphs indicate, many previous homeowners are now in the rental market.



Source: Federal Reserve Bank of St. Louis and U.S. Census data

Future Housing Needs

Broward County's employment rate has been increasing rapidly since the end of the Recession. Job growth has been and continues to be robust. However, according to employment projections, the occupations projected to gain the most new jobs include retail salespersons, registered nurses, customer service representatives, office clerks and food preparation and serving workers. Based on current and projected population and employment estimates, Broward County's existing and future housing demand will continue to be substantially weighted towards renter households in the "Very Low" to "Moderate" household income categories.

The analysis of current and future housing needs serves as the base for the County's affordable housing goals, objectives, and policies. Based on this review of past demographic and housing market trends and anticipated household growth, the County's most pressing current and future housing needs include the following:

- Rental housing for low-income and extremely low-income households is needed to close the current housing gap and meet future needs. Even with the County's existing programs to preserve and create affordable housing units, the failure of the market to produce new affordable units for lower-income households has created significant affordability challenges for this group. This group of individuals and families includes workers who serve the Broward community and economy. The lower-wage jobs they work in will comprise a larger share of the region's overall employment in the years to come. The supply of housing that is affordable to this group has declined sharply over the past decade.

- Families with children will need homes with two or more bedrooms. They are also more likely than other types of households to face affordability challenges and to have difficulty finding housing that meets their families' needs.

- The number of older adult households will grow substantially over the coming decades, and they will have a wide range of housing and service needs. Based on household forecasts, the number of older adult households is expected to grow twice as fast as the number of households headed by someone under age 65. This group will have a variety of needs, but many will need new housing options or will need assistance—either with physical modifications or financial assistance—to age in place. Many long-term residents of Broward will be entering retirement and many will want to remain in their community.

- The growing number of persons with special needs will need housing to enable them to live independently in the community. Among the most vulnerable populations in Broward are low-income people with disabilities. These households include people with a range of disabilities, including physical, cognitive and self-care or independent living issues. Providing opportunities to this population to live independently is an important component to being an inclusive community.

- Homeownership for middle-income households will be needed to create opportunities that have diminished in recent years. Rising home prices since the recession have made it impossible for low-income and more difficult for middle-income households to afford to buy a home. In order for a range of households to have choices with regards to homeownership, there is need for expanded homeownership opportunities for middle-income households and first-time homebuyers.

- Permanent and supportive housing is needed for homeless and at risk individuals and families to help promote well-being and self-sufficiency. Based on recent counts of the homeless population, there are over 2,000 individuals and families in Broward without a place to live. Some of these individuals are chronically homeless and need intensive supportive services to help with health care issues, substance abuse, and other difficulties.

Two: Plan and Recommendations

Goal I. Create and preserve dedicated affordable housing units

Action A. Generate revenue for affordable housing by creating a Broward County Affordable Housing Trust Fund as well as local municipal Trust Funds

Housing trust funds are distinct funds established by city, county, or state governments that receive ongoing dedicated sources of public funding and leverage private investment to support the preservation and production of affordable housing. There are more than 700 housing trust funds that exist nationwide that are often a centerpiece of a jurisdiction's overall housing policy. Instead of annual budget allocations, there is a commitment of dedicated public revenue (Housing Trust Fund Project).

Broward County's Affordable Housing Trust Fund needs to be sustainable and available as the key catalytic implementation tool over the process of developing affordable housing. The Broward County Charter Review Commission recently passed a recommendation to create a Broward County Affordable Housing Trust Fund which will be presented as a special referendum issue in the November 2018 General Election. This plan recognizes and supports the Charter Review Commission's proposed recommendation.

Broward County recently budgeted $5 million from the General Fund for FY 2018 for affordable housing. The County Commission also discussed a possible commitment of 50% of future savings from expiring Community Redevelopment Agency tax increment financing payments. These sources would be allocated to a Trust Fund that will secure a continuing and permanent source to meet the affordable housing needs in Broward County. The County should consider utilizing an appropriate oversight committee to guide overall policy direction and the use of funds, such as the Broward Housing Council. The Trust Fund should be administered by Broward County as provided by the Charter Review Commission recommendation with the following considerations:

*In **Oakland Park,** a partnership between the Broward County Housing Authority and its affiliate non-profit development organization, Building Better Communities, and a private developer built an 80-unit affordable rental housing development. Utilizing Low Income Housing Tax Credits and public funding support from the County and the City of Oakland Park, the development provides one, two- and three-bedroom apartments for rents priced from $780 to $1,085 per month with many amenities. Tenants, many of whom are part of the workforce, must have incomes below 60% of the area median income to qualify.*

Source: Business Wire

1. Broward County could consider additional dedicated funding sources. Examples include a percentage of ad valorem revenue, a portion of hotel taxes and/or linkage fees, inclusionary zoning requirements or through a real estate transfer fee similar to that enacted by Miami Dade County.

2. Currently the most urgent need is for affordable rental housing. As such, any initial funding should be used for the preservation and development of affordable housing. Funding should be made available to developers who need additional sources of equity for 4% Low Income Housing Tax Credit transactions and housing nonprofits addressing this need. A set aside of funds for nonprofit housing developers of at least 25% is recommended.

3. In the future, the Broward County Affordable Housing Trust Fund should address the needs as identified in the first section of the plan, particularly housing for the workforce (households below 120% of the median annual income adjusted by household size). Focus should also include addressing the need for more than 70,000 rental units with long term affordability requirements for households below 60% of median annual income. Local match funding is necessary to leverage 9% and 4% Low Income Housing Tax Credits programs.

4. A focus on capacity building of nonprofit housing organizations should be supported by the Housing Trust Fund, in addition to their predevelopment and land acquisition needs. Providing specific support to nonprofit development organizations can be in the purview of the proposed independent public private housing partnership intermediary (see Action C).

5. Homeownership programs, such as down payment assistance for first time homebuyers and rehabilitation of current housing stock, should be also be considered allowable funding activities through the Housing Trust Fund. Funding for these programs would leverage existing resources that include SHIP, HOME and Community Development Block Grants.

6. Priority scoring should be awarded to projects that promote economic opportunity for lower income residents, such as locations near existing and proposed major transit routes.

7. Municipalities should create their own Housing Trust Fund with dedicated funding source.

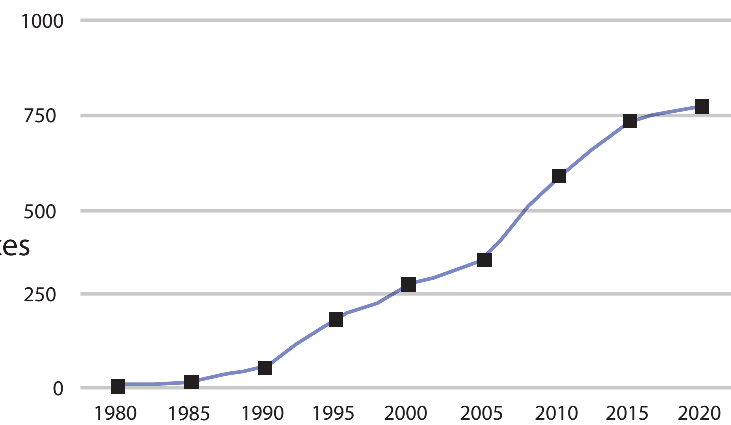
Recently, the ***City of Fort Lauderdale*** *created an "Affordable Housing Trust Fund" to be capitalized by a contribution from a development project and sale proceeds of city-owned land deemed for residential use.*

Municipalities: Each municipality should create its own Housing Trust Fund.

Housing Trust Fund Track Record in the U.S.

700+ cities and countries operate local housing trust funds, generating more than $485 million annually from a range of funding sources:

- General Fund Appropriations
- Housing Bonds
- Dedicated Sales & Property Taxes
- Linkage Fees & In-Lieu Fees
- Document Recording & Transfer Taxes
- Tax Increment Financing
- Hotel and Short-Term Rental Taxes



Trust Funds are inherently flexible, which in turn requires municipalities to define their affordable housing need first and then address a number of critical elements within the legislation. The legislation should specify who will administer it, what and who the fund will support, and how it will be funded.

In ***Alameda County, California,*** *voters in 2016 approved a $580M general obligation bond, backed by a property tax increase worth $12-$14 per $100,000 in assessed value. This includes $425 million to help develop affordable rental housing, $35 million to prevent tenant displacement and $115 million to support homeownership for low- and moderate-income households.*

In ***Denver, New Orleans, Vancouver, and Seattle,*** *increases in property taxes were dedicated to support affordable housing development funds for acquisition and rehabilitation of affordable rental housing, emergency rental assistance for families facing homelessness, and down-payment assistance for eligible first-time homebuyers.*

Action B. Establish County and municipal incentives or requirements for affordable housing by creating county and local mixed-income housing requirements.

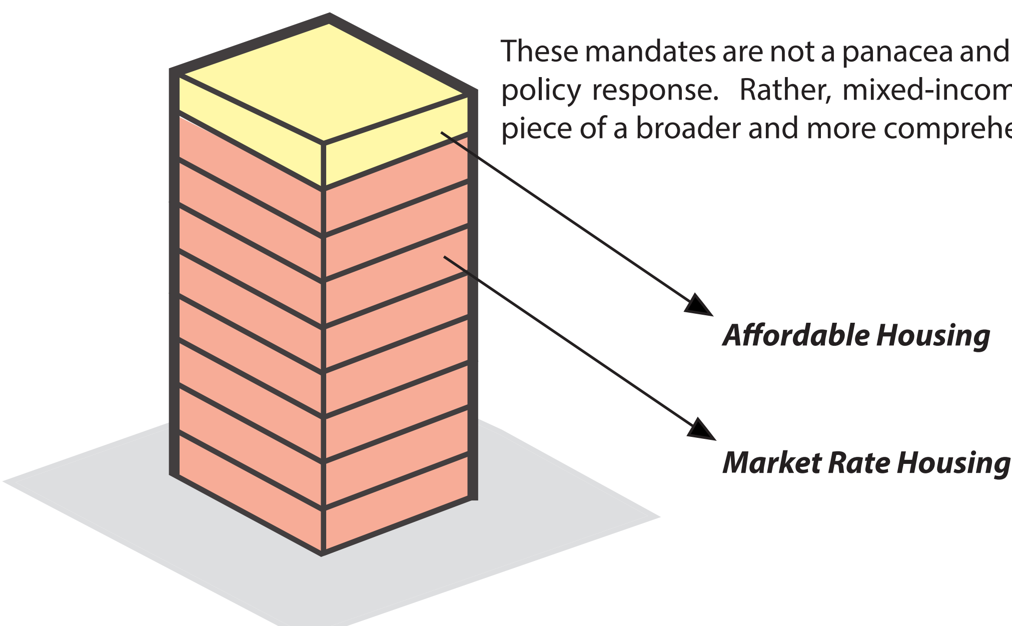
According to a recent research paper (Thaden and Wang), there are 889 jurisdictions using the mixed-income approach. The paper documents nearly 200,000 affordable housing units that have been created and nearly $2 billion in fees paid by developers in lieu of building affordable units – likely underestimates the amount due to missing data (Lincoln Land Institute). Ninety percent of the units created had at least a 30 year affordability requirement.

***Davie** and **Coral Springs** have ordinances that require inclusionary zoning. However, these requirements were reshaped based on the recession.*

As a centerpiece of affordable housing production, inclusionary zoning mandates should be enacted by the County and all municipalities. Currently, in Broward County, the countywide Land Use Plan and municipal Future Land Use Maps regulate density and the aforementioned BrowardNEXT Policy 2.16.3 provides the affordable housing bonus density that does not require a Land Use Plan Amendment. In addition, developers may pay an in-lieu of fee to get zoning clearance to build bigger projects.

Mixed-income housing mandates should include the requirement that residential projects with 10 units or more set aside a minimum of 10 percent of units at rents or purchase prices below market rate. In addition, in-lieu of fees developers may pay into an affordable housing fund to get zoning clearance to build bigger projects.

These mandates are not a panacea and should not be a stand-alone policy response. Rather, mixed-income mandates should be one piece of a broader and more comprehensive housing strategy.

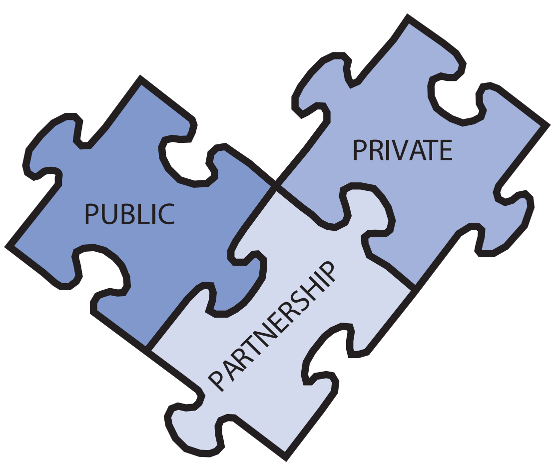


Action C. Create an independent public private housing partnership intermediary

Most public housing trust funds are not capitalized by private donations, and thus are not public/private partnerships, nor are they endowed funds operating from interest and other earnings. Housing Partnership organizations exist in over 100 communities across the country. Their main purpose is to address affordable housing needs through technical and financial capacity building of non-profit organizations (e.g. land acquisition and predevelopment costs) and the provision of debt and equity capital. Enterprise Foundation, Neighborworks and the Local Initiatives Support Corporation (LISC) are national intermediaries that partner with many local housing partnerships. In addition, housing partnerships utilize private donations and grants, proceeds from local trust funds and government grants from sources such as the Community Development Financial Institutions Fund, New Market Tax Credits and the Capital Magnet Program.

*In **Atlanta,** the Atlanta Neighborhood Development Partnership, is an intermediary that provides capital, undertakes development and advocates for affordable housing. ANDP Loan Fund provides financing to nonprofit and for-profit housing developers that create affordable housing, mixed income and mixed use properties. Since its founding, the ANDP Loan Fund has provided $40 million in loans toward projects valued at nearly $315 million, ultimately supporting the creation of 5,309 units of housing.*

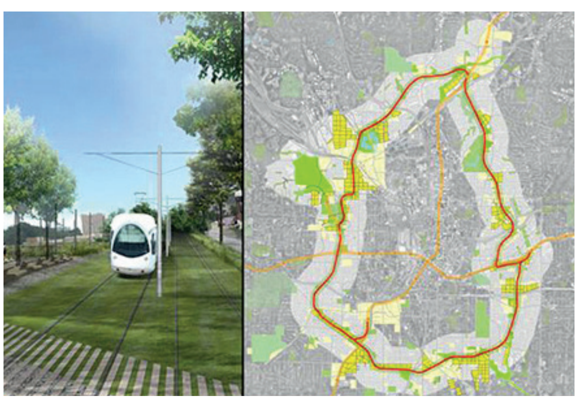
A Broward Housing Intermediary (BHI) entity may receive funding from the proposed County and local housing trust fund(s), as well as bank Community Reinvestment (CRA) loans and investments as authorized by the Federal Reserve Board's Public Welfare Authority. Other stakeholders, such as major employers and anchor institutions (e.g. universities, hospitals) may also contribute. The BHI will provide support to Broward's nonprofit organizations by building capacity, flexible funding, and financing to build and preserve affordable housing. Activities will encompass programs for predevelopment, acquisition, rehabilitation and construction of affordable housing.



Action D. Greater involvement of Broward's Community Redevelopment Agencies in addressing affordable housing

The ***Omni Community Redevelopment Agency*** *in Miami enacted a policy, through a Resolution, that $100,000,000 of the CRA's future TIF revenues will be devoted to affordable housing for the remainder of the life of the CRA.*

In ***Atlanta,*** *there is a designated Tax Increment Financing district around Atlanta's Beltline, a massive, multi-year investment to connect 45 neighborhoods via a 22-mile loop of multi-use trails, and a modern streetcar. Over the past decade, the Beltline's Tax Allocation Districts, or TADs, have allocated $13M to help preserve and develop affordable rental housing and provide down-payment assistance in the area and have worked closely with Community Land Trusts to ensure long-term affordability.*



Source: MuniCap, Inc.

Community Redevelopment Agencies (CRAs) authorized by the State of Florida require CRAs to "address affordable housing" in their Plans. While some of Broward's CRAs have addressed affordable housing issues, many have sought other place-based redevelopment strategies that do not address the needs of their current residents.

Broward's CRAs should be encouraged to amend their plans to include comprehensive approaches to addressing affordable housing. A minimum of 20% of all new housing units in a CRA should be categorized as affordable depending on the local needs. In addition, a minimum of 20% of every CRA's annual budget should be dedicated to affordable housing.

As with other governmental units, CRAs own vacant and underutilized land. Land owned by public agencies should be used for the public good, including the provision of affordable housing. Each CRA should be mandated to provide an inventory of all vacant land in the CRA and deem its suitability for the development of housing. CRAs that own land should make it available to non-profit development organizations such as community development corporations and community land trusts to develop housing. Privately held land owners should be provided with incentives to do the same.

Action E. Facilitate the acquisition or identification of land for affordable and housing

Broward County *has provided the land for a new affordable housing project to develop 40 new single-family units designated as very low to moderate income.*

In ***Oakland, San Francisco, and Berkeley,*** *School Boards are planning on developing affordable rental housing for its workforce. An option they are pursuing is to develop the housing through a public-private partnership wherein a developer will be able to build market-rate housing.*

In ***Washington, D.C.,*** *after acquiring blighted land, the City now makes this land available to support mixed-income and 100 percent affordable housing adopting a new policy stipulating that housing built on public land must include at least 20-30 percent affordable housing, including units affordable to households at 30 percent of area median income.*

1. The biggest constraint for housing development is typically land. Broward County is particularly challenged in this regard. Scarce land availability leads to higher costs of housing production and subsequent rents and selling prices. Unlocking land to the fullest extent (e.g. donation of vacant land) could reduce the cost of owning a standard housing unit by up to 20 percent. A comprehensive citywide mapping and inventory exercise can unearth many opportunities.

2. Broward County, Broward's municipalities, the School Board, and Hospital Districts, as well as the Community Redevelopment Agencies, are some of the largest property holders in Broward. Many have access to vacant land or underused buildings and properties. Where appropriate, these governmental entities can earmark unused public lands for housing development. Together they should create a policy that public land must serve the public good, develop a comprehensive asset management strategy for its property holdings, and set an annual target for affordable housing production on public land.

Source: South Florida CLT

__Broward County__ recently provided a long-term lease on a County-owned vacant parcel to the __Related Group__ to build 168 apartments with 150 of them reserved for households making no more than 120 percent of the county's area median income.

Source: Rendering of Gallery at FATVillage

In addition, each public entity should reserve a percentage of tax-adjudicated properties for affordable housing development. Proceeds from the sale of public property should be reinvested to develop affordable housing, preferably through the creation of housing trust funds. Non-profit organizations, including community land trusts and community development corporations, should be given the first right of refusal on public land deemed suitable for affordable housing. Donation or discounts of public land should be provided to non-profit organizations to help with the needed financial structuring of creating affordable housing. Finally, there should be a "call to action" for other public agencies such as the School Board and Hospital Districts to use their property holdings to support affordable housing development.

The City of __San Francisco__ recently allowed for the development of affordable housing over a fire station. It is often easier to facilitate affordable housing on these types of sites than on residential parcels, since public entities can make the transfer or sale of the land contingent on the development of affordable housing.

Action F. Preserve Existing Affordable Housing

Preserving existing affordable housing begins with an understanding of all publicly subsidized affordable housing properties that have affordability covenants. A comprehensive tracking system should be created.

Non-profits should be provided with right of first refusal on publicly subsidized affordable housing properties that have expiring affordability requirements.

Preservation of affordable housing should be promoted in transit corridors, especially in proposed corridors such as the FEC Coastal Link rail system.

Action G: Equitable Transit-oriented Development

The Denver Transit-Oriented Development Fund was established in 2010 with $13.5 million in debt capital to create and preserve affordable housing along current and future transit corridors. In 2014, the fund was expanded to serve the surrounding seven-county region and is now capitalized at $24 million. Borrowers may use funds to purchase, hold (for up to five years), and develop sites within a half mile of fixed-rail transit stations or a quarter mile of high-frequency bus stops. The fund has closed 11 transactions totaling nearly $16 million, with a pipeline of more than 900 permanently affordable units and more than 150,000 square feet of commercial and community space. Returns to capital providers (public agencies, foundations, financial institutions, and community development financial institutions) are generally 2 to 6 percent.

Broward County and its municipalities are congested. Promoting density around transit is key. Transit-oriented development (TOD) includes redeveloping existing residential structures and preserving those that are affordable, as well as permitting higher floor-space ratios, loosening height restrictions, and allowing greater density in specific target zones. It is critical for Broward's congested municipalities to promote density around transit rather than encourage sprawl and longer commutes.

Analysis in San Diego, for example, found that increasing the density of residential developments in a half-mile radius around public transport nodes could expand the city's housing stock by close to 30 percent. (McKinsey)

Action H: Get more out of underutilized sites

A recent analysis in Los Angeles found that 28 percent of parcels zoned for multifamily development are underutilized. Maximizing them could add more than 300,000 units to Los Angeles' housing stock.

Broward's municipalities could focus on building out on residential parcels that are not taking advantage of currently allowed density. These sites could be prioritized for redevelopment and offered incentives such as expedited permitting; waiver or reduction of impact, application, and other development fees; relief from parking requirements or investment in public parking.

Other Actions

- Update regulations to encourage affordable housing by permitting higher densities.
- Encourage major employers to address affordable housing for their workforces.
- Increase participation of anchor institutions, including the School Board, hospitals, universities.
- Conduct an audit of existing programs to identify administrative and regulatory barriers to affordable housing development.
- Expedite permitting and review processes for projects built using the county and city's affordable housing programs.
- Produce a "Developer Toolkit" to communicate policies, processes, incentives, and resources to build affordable housing throughout the county and municipalities.

*The **City of Pembroke Pines** financed the construction of 800 housing units through the issuance of 30-year Revenue Bonds totaling $55 million. The bonds will be paid for by revenue streams including the Electric Public Service tax and Electric Franchise revenues.*

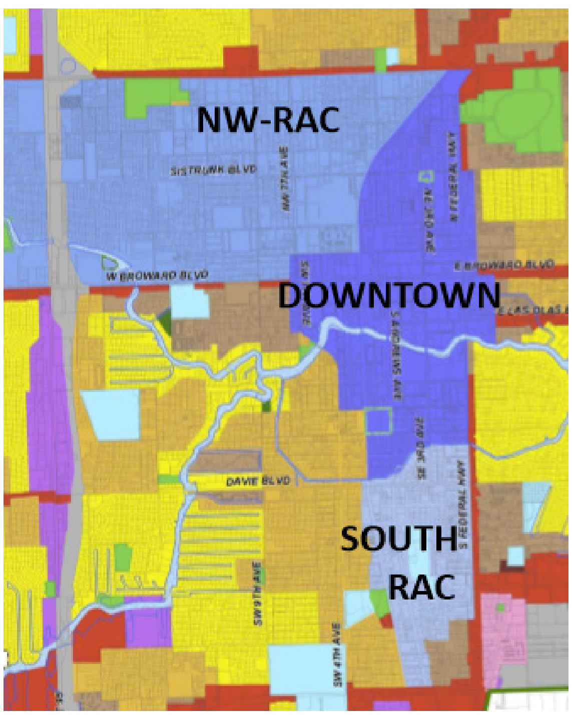
Source: CES Design Group, Inc.

The Coordinating Council of Broward

Goal II. Promoting affordability by increasing the overall supply of housing and lowering barriers and costs

Action A. Expand the overall supply of housing units through the following steps:

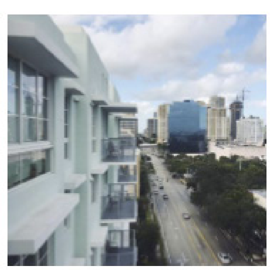
***Broward**NEXT Policy 2.4.7 addresses affordable housing with Activity Centers and has identified Activity Centers where developments with increased density and intensity would be appropriate.*



(Example of RACs in Fort Lauderdale)

1. Rezone for higher density residential development in all of Broward's downtown urban core and city centers. Broward County should consider modifying the limitation on the number of units by imposing maximum number of units allowed in Regional Activity Centers (i.e. a high density and intensity multi-use area, intended to encourage development). When additional density is granted, a majority of the additional units should be for affordable housing.
2. Allow for greater density by reducing parking requirements.
3. Facilitate the use of lower-cost housing types by revising zoning policies regarding the use of lower-cost housing types.
4. Facilitate the maintenance and rehabilitation of small, multi-family rental properties
5. Streamline and expedite permitting and plan review processes.
6. Explore the option of redeveloping nonfunctioning golf courses for affordable housing or mixed-income/mixed-use communities.
7. Reduce construction costs by working with building trades, hosting design and green construction competitions, and building relations with firms that produce construction materials (e.g. shipping containers).






Source: Affordable Housing Discussion, City of Fort Lauderdale

The Coordinating Council of Broward

Action B: Create new units with an adjustment in zoning codes to include compact units.

Many existing residential lots can support additional development with compact units for extended families and individuals. There is significant potential to increase the supply of rental housing in existing neighborhoods by updating zoning codes to allow innovative practices such as smaller lot sizes, townhouses, micro-units, tiny houses, and accessory dwelling units (ADUs).

Action C: Adjust land use and zoning regulations to encourage more housing development.

Land-use regulations, particularly density restrictions and parking requirements, matter for urban development. Developers would likely build more urban infill housing if regulations were amended. Developers often go through extensive environmental studies, design approvals and public hearings which are important but can add inefficiencies. Delays in approvals increase the risk premium associated with building projects, driving up costs for renters and would-be homeowners. The County and its municipalities should scrutinize their regulations and provide incentives to development of housing near transit, especially affordable housing. While some Broward municipalities have streamlined their processes to fast-track land-use approval and permitting for affordable housing, creating a more predictable and less burdensome process remains an issue for affordable housing developers. Establishing a "single window" clearance (consolidating approvals from multiple agencies into one clear interface) and digitizing permit applications and status tracking are good starting points.

Action D: Reduce Development Costs

A barrier to new housing development, as well as substantial rehabilitation, is the high cost of development, which can easily exceed $250,000 per unit. These high costs make the construction of affordable housing extremely difficult to achieve at the necessary scale. A Task Force should be convened to challenge the development community – including building trade associations, developers, architects, lenders and labor – to reduce the costs of quality affordable housing construction. Recommendations could include review of modern construction techniques, modular housing, and use of pre-cast concrete and other new technologies, as well as exterior finishes and methods.

Action E: Allow for Accessory Development Units

Accessory dwelling units are inherently affordable housing because they use existing land, buildings, and infrastructure, resulting in a sort of "invisible density." Broward is built out along the lines of traditional suburban communities. Thus, an opportunity exists to expand the housing supply by encouraging the owners of single-family homes to add accessory dwelling units. These may include garage apartments or backyard cottages that can be inhabited by extended family members or renters. In California, researchers found that homeowners could add up to 790,000 housing units across the state from such structures.

Action F: Engage Major Employers and Anchor Institutions

*In **Silicon Valley,** Facebook has advanced plans for a mixed-use, mixed-income residential and commercial campus in Menlo Park.*

The public sector should strongly encourage a larger role for employers and anchor institutions (i.e. hospitals and universities) to be engaged in the community-input process, as well as provide incentives for employees and development of units. These companies and institutions have a real stake in housing issues, since the availability of housing directly affects their ability to attract and retain talent.

Action G: Encourage Development of Existing Vacant and Underused Retail Sites

An opportunity exists for Broward County to add to its supply of affordable housing by taking advantage of existing vacant and underused retail sites along major transportation corridors and converting them to multifamily residential buildings. The benefits include returning underperforming properties to the tax rolls and increasing the use of existing transportation corridors without the need to create new infrastructure.

Goal III. Help Renters and Homeowners Maintain Housing Stability

Action A: Ensure Renters' Housing Stability

*In **San Francisco,** most tenants are covered by rent control. This means rents can only be raised by certain amounts per year and the tenant can only be evicted for "just causes." In addition, some rental units have restrictions on how much the landlord can charge the new tenant due to previous evictions. Tenants who do not have rent control can have their rent increased by any amount at any time with proper written notice.*

***New York City** is the first city in the country to ensure anyone facing an eviction case can access legal assistance when they face eviction in Housing Court.*

1. Evictions and displacement are disruptive. They cut tenants off from their communities, schools, doctors, services, places of worship, and their homes. Policymakers at all levels need to address the renter affordability crisis. They should support policies that strengthen the social and economic vitality of Broward's communities. While State of Florida requirements favor property owners, municipalities should begin the process of reviewing the possibility of implementing rent stabilization policies and regulations, including:

- Rent regulations that cap the rate at which owners can increase rents over a period of time, protecting tenants from economic eviction. These regulations can be an annual or multi-year limit on the percentage increase in rents, or they can be tied to an indicator like the consumer price index (CPI).
- Legal assistance for at-risk renters who face eviction
- "Good cause" eviction policies
- Protection from condominium conversions
- Eviction prevention programs

2. Municipalities could develop a rental registry program to require maintenance inspections of properties, which would ensure that basic health and safety standards are met and protect tenants in rent-regulated housing from landlord harassment/eviction.

Action B: Ensure homeowners' housing stability

1. Broward County and its municipalities could consider tax relief programs for income-qualified homeowners, including seniors to allow them to age in place.

2. Expand homeowner rehabilitation assistance programs, such as roof repair and hurricane protection modifications, including impact windows and/or shutters.

3. Expand energy efficiency retrofit and weatherization programs, especially to vulnerable populations.

4. Expand existing pre-purchase counseling programs. These programs have excellent track records in preventing delinquencies and foreclosures.

5. Expand existing foreclosure prevention programs through post-purchase counseling.

Action C: Overcoming NIMBYism: Develop a public education and outreach campaign

A public outreach campaign is needed to help the public better understand affordable housing needs (i.e. provision of housing for people of all incomes, ages, and demographic groups) in Broward County. The campaign can also help address and ultimately reduce NIMBYism and fears of lost property value, school and traffic congestion, and increased crime. This inclusive campaign will also educate legislators and coordinate major lobbying efforts with local governments, non-profit organizations, and stakeholders.

Goal IV. Help Renters and Homebuyers Afford Units They Locate in the Private Market

Action A: Living Wages and Minimum Wage Increase.

Encourage all employers to provide living wages to their employees to raise the floor on low-wage work that has defined Broward's economy for years. Over the past 15 years, renter household income has declined in real terms in the metropolitan area. Policymakers should support minimum wage increases and living wage ordinances.

Action B: Home Buying Education and Assistance

*The City of **Austin, Texas** provides a Down Payment Assistance Program (DPA) that covers the down payment in a deferred 0% interest loan for eligible "first-time home-buyers" to assist with purchasing a home.*

*In **Massachusetts**, the Massachusetts Housing Partnership provides a "soft second mortgage" that is payable upon sale of the home and is used to defray down payment costs.*

Broward County and its municipalities should expand pre-purchase counseling programs that focus on down payment savings planning, and credit repair, which would mitigate risks, help lower housing costs, and avoid risky purchases.

Broward County and its municipalities should support the expansion of homebuyer financial assistance/grants (down payments, closing costs), mortgage foreclosure prevention, home improvement loans, energy efficiency programs, and second mortgage programs.

Broward County and its municipalities should create tax abatement programs to freeze the assessed value of a property (e.g. for homeowners 65+, persons with disabilities, surviving spouses).

Action C: Better Use of Housing Vouchers.

1. Housing authorities should consider utilizing vouchers in specific new developments to help with increased revenue for positive cash flow that supports greater debt.

Action D: Increase Working With Lenders to Ensure Equal Access to Home Mortgages

Regulated financial institutions (i.e. banks) have Community Reinvestment Act responsibilities that mandate that they must help meet the credit needs of their local communities. This Plan encourages financial institutions to expand lending with a particular focus on low- and moderate-income communities.

Lack of access to private capital is one of the largest barriers to the preservation of existing housing. Banks need to improve access and availability of mortgage credit to potential homebuyers, particularly minorities and low- and moderate-income communities. Even when all underwriting criteria are equal, rejection rates are still higher for minorities. Banks should work with local non-profit organizations to better address this disparity through home buying education and counseling, as well as creating financing products in combination with public funds to address high down payment and closing requirements.

Finally, banks will play a major role in the formation of Broward's public private intermediaries through CRA investments, as well as support of non-profit affordable housing development organizations, including community land trusts and community development corporations.

Action E: Encourage the preservation of naturally occurring affordable housing.

*In **Washington, D.C.,** residents could select a buyer who met their needs and had the authority to negotiate a sale from the previous owner.*

County and local housing agencies could work closely with area lenders to provide short- and long-term financing, acquisition and predevelopment funds, and tax credits. Funding and financing are important to preservation efforts but local policy matters, as well. For example, "opportunity to purchase" legislation, which requires owners to notify tenants of intent to sell and provide them (or an approved third party) an opportunity to purchase, played a role in preserving naturally occurring affordable housing.

Action F: Encourage compassionate code enforcement

There are property owners who cannot afford repairs. Assistance is needed to address code and safety issues and resiliency to hurricanes. This type of assistance is critical to prevent properties from falling into the hands of "slumlords," and perpetuating poor housing conditions, property speculation, and displacement.

Other Actions

- Reduce energy use and costs
- Provide microloans for security deposits and people at risk

Three: Complementary Efforts

Action A: Major Employers

*In **Ohio**, Healthy Homes was created by Nationwide Children's Hospital in the Southern Orchards neighborhood. Healthy Homes' mission is to address blight and improve health and well-being in the neighborhood. The Hospital and a nonprofit organization, Community Development for All People launched Healthy Homes as a housing corporation that built new housing, rehabbed existing housing and provided home improvement loans that resulted in reduced vacancy rates and the number of housing units categorized as substandard.*

Work with major employers and anchor institutions (e.g. universities, hospitals) to create affordable housing opportunities through the preservation and development of housing and housing incentives, including down payment assistance and location of future development near major public transit stations and lines.

Because of their tax status, non-profit hospitals are required by the Internal Revenue Service to provide benefits to the communities in which they are located. The Affordable Care Act's Community Benefits requirement has pushed non-profit hospitals to think more broadly about health including safe, sanitary, and decent housing options.

All non-profit hospitals in Broward County should convene a working group to advise hospitals on their role in addressing the affordable housing crisis in Broward. Broward County and its municipalities should encourage non-profit hospitals to match funding for investment in community benefits, especially housing.

Action B: Promote Fair Housing

While Broward County has undertaken a number of initiatives to preserve and build affordable rental housing, it is also important that access to this housing be open to all. Federal, state, and county fair housing statutes provide enforcement powers to assure full and equal opportunity for all residents to obtain fair and adequate housing for themselves and their families. It is critical that those responsible aggressively enforce these requirements by increasing funding for fair housing agencies, providing for stronger enforcement, and enhancing education efforts.

Action C: Advocacy

1. Advocate for changes in State of Florida policy, including:
    - Appropriate Sadowski Funds in the State and Local Government Housing Trust Funds solely for Florida's affordable housing programs
    - Change the allocation formula to better serve Broward County
    - Designate additional official state data centers in South Florida
    - Adjust 65-35% homeownership/rental formula for distribution of SHIP funds
2. Advocate for changes in federal policy by retaining and expanding housing program funding including CDBG, HOME, HOPWA, public housing support, Section 8 vouchers, Low Income

Action D: Monitoring Progress

There is no single database or coordinated reporting requirements that track the characteristics of housing stock over time. Several county and city departments administer housing programs, and private and non-profit developers build most affordable housing. There is a need to build the data capacity through a coordinated effort among the city, state and development stakeholders. A single database will help track and report progress on the number and characteristics of affordable housing rental versus sales units needed and built on an annual basis. Broward County and its municipalities should work collaboratively in monitoring those housing units that are designated, by deed or subsidy, as affordable housing. For instance, public housing authorities already monitor their units and can be contracted to do so for publicly mandated affordable units.

Four: Conclusions and Next Steps

Broward County and its municipalities have an indispensable role in the production and preservation of affordable housing. However, nonprofits and the private sector are critical partners and must be part of all solutions. Housing policy and resources are fragmented; and the implementation of this plan will take strong public leadership, establishment of goals, measurable production, monitoring of progress, and coordination of all stakeholders.

Immediate Next Steps

2018 Action

- Present the Plan to key stakeholder groups, including the Broward County Commission, local municipalities, Broward League of Cities, business leaders, anchor institutions, major employers, nonprofit organizations, and financial institutions for endorsement.
- Establish the Broward County Affordable Housing Trust Fund via Charter Review Commission and subsequent voter approval.
- Advocate for appropriation of all Sadowski Housing Trust Fund monies to be used solely for their intended purpose of housing and a more fair formula for allocation of funds to Broward County.
- Identify all publicly owned land and determine sites with greatest potential for affordable housing development.
- Prepare a business plan for a Public/Private Partnership (P3) Housing Intermediary.
- Create a list of all publicly subsidized housing with expiring affordability dates.
- Develop a marketing and communications plan that addresses affordable housing stigmas.
- Monitor activities of all Broward Community Redevelopment Agencies relative to the creation of affordable housing.
- Establish a monitoring system of all housing initiatives and incentive programs to ensure that the goal of preserved and increased housing affordability is being met.

Appendix

- Broward Housing Summit Recommendations
- Listening sessions
- Broward Housing Council meeting
- Survey results

BROWARD HOUSING SUMMIT RECOMMENDATIONS

Broward Housing Summit Report Summary of Remarks and Findings

Panel I. State of Housing in Broward County

Greg Ross, President, Broward League of Cities, Mayor of Cooper City
Facilitator

Panel:

- **Ralph Stone**, Director Broward County Office of Housing Finance and Redevelopment,
- **Ned Murray**, Deputy Director, Florida International University Metropolitan Center

Topics Covered

1. Affordable and workforce housing:

- Workforce housing is the housing that is affordable for the local workforce, while affordable housing is a housing that is affordable and workforce, usually with some assistance and subsidies, to low- and moderate-income households.

2. Broward County's affordable and workforce housing position and its change since the Great Recession:

- Housing market has changed in past decade, particularly in Miami-Dade and Broward Counties;
- The difference between supply and demand of affordable and workforce is significant, creating a huge gap;
- Rental housing demand has increased by 25%;
- Housing prices, compared to nationwide, prices are too high, and wages are too low in Broward County.

3. Financing and current resources for support of affordable and workforce housing:

- Public private partnerships (P3) are encouraged: creative look at land use and zoning;
- Housing and transportation costs must be considered;
- Seek further support from state and federal levels of financing— Tallahassee and Washington
- Need for local source for Gap Financing;
- Traditional funding sources and various programs for affordable and

workforce housing are encouraged;

- Challenges: land use, zoning, budget, non-sustainable wages, and low life quality.

4. Economic Return on Investment (ROI) of investing into workforce housing:

- 7.7% of additional economic return;
- Economic development goes hand in hand with housing development.

Panel II. What Works and What is Needed to Expand Successful Housing Solutions

Sandra Veszi-Einhorn, Facilitator

Panel:

- **James Carras**, Principal, Carras Community Investment, Inc.
- **Shekeria Brown**, Executive Director, South Florida Community Development Coalition
- **Mitch Rosenstein**, Principal, Green Mills Group
- **Nancy Merolla**, Senior Vice President, Florida Community Bank
- **Ann Deibert**, CEO, Broward County Housing Authority

Topics Covered

1. Unique responses in Miami-Dade County:

- In 1984, Miami-Dade County established a Housing Assistance Loan Trust Fund and implemented the Documentary Surtax Program ("Surtax Program");
- Surtax Program:
  $45 million of total revenue is expected;
  Lowers traditional taxes from 75 cents to 60 cents per $100 of value;
  Requirements: 35% for homeownership and 35% for renters;
- Low-cost construction financing has allowed the County to partner with not-for-profit and for-profit affordable and workforce housing developers to produce over 15,000 affordable and workforce multi-family rental units;
- At least 50% of Surtax funds have benefitted low-income families;
- Funding is used for multifamily housing, small developments, elderly housing, and services;
- $2.5 million are set aside for seniors every year;
- Development of affordable and workforce housing in areas that are close to transit.

2. Revolving Loan Fund (RLF):

- Loans range from $50,000 to $300,000 and are available to profitable businesses, for business expansion, and job creation;
- Financing strategy is to make general business development loans that meet the credit needs of businesses not entirely served by conventional lenders and, at the same time, encourage the conventional lending community to complete project financing by allowing RLF funds to fill the gap;
- The RLF program has reduced the reluctance of conventional lenders to meet the credit needs of higher risk, but creditworthy, business enterprises. Lower interest rates and longer terms improve a borrower's cash flow.

3. The Community Reinvestment Act and what role should banks play in housing production both homeownership and rental:

- Federal Deposit Insurance Corporation (FDIC) and Florida Community Bank (FCB) CRA Program provide the financial support, relevant education and training that help achieve community goals for everyone's benefit;
- Makes sure that institution serves for low income people and provides affordable and work-force housing;
- Makes sure that the right people are in place;
- It is safe and sound banking;
- FCB strengthens communities by providing affordable and workforce housing, financial literacy, and other benefits for low income people;
- Every banks strives some percentage for affordability;
- Banks come together and the CRA makes sure that collaboration works;
- CRA ensures that there is an extra credit for each bank.

4. Needs of private sector developers to produce more affordable and workforce housing:

- First and the biggest need is resources—money;
- Density increase and parking reduction;
- Surtax Program;
- The 30% subsidy, or 4% tax credit— covers new construction that uses additional subsidies or the acquisition cost of existing buildings;
- The 70 percent subsidy, or 9 percent tax credit— supports new construction without any additional federal subsidies;
- Creation of tax credit lines.

5. Public housing authorities address the needs of tenants beyond providing housing:

- Public housing authorities serve areas 75-80% of median income people;
- Utilization of self-sufficiency programs to let people go back to schools, colleges, and any other educational institutions;
- Provide vouchers up to 15 years.

6. The role of non-profit organizations, such as CDCs, and their effectiveness:

- CDC is a non-profit organization that is focused on community and affordable and work-force housing development, taking its role in the county;
- However, it has comparative disadvantage in competing with other profit organizations;
- Role—mission-oriented and focused not only on housing but neighborhood development as well;
- Main objectives: building of the assets, creating parks, making communities better, encouraging strong public participation to deal with gentrification;
- Political environment is significant; it puts a lot of pressure on non-profit organizations.

7. Public housing agencies and developers partnership to produce affordable and workforce housing:

- Partnership with developers who has experience with tax credit is essential;
- Guarantee has to be provided;
- Financial and legal consulting has to be encouraged;
- Mutuality between developer and housing authority has to be reached;
- $400 billion of tax credit has been built since 2007.

8. Available banking products available to provide new affordable and workforce housing:

- Banks offer different types of products and housing programs that provide flexibility;
- Issue - often, loans requires several layers of financing;
- Banks originates the loans and modifies them;
- Affordable and workforce housing is generational, and it unifies banks and communities;
- CRA makes sure that the programs are responsive and in right hands to address community interest;
- CRA can be a sponsor of the application for Federal Home Loan Bank funding;

9. Organizational needs to be more effective in producing affordable and workforce housing:

- Resources;
- Filling the gaps of financing;
- Without collective will, nothing will work;
- Uniting people.

10. Key next steps

- Create a comprehensive housing plan with corresponding strategies and local funding source(s)
- Continue to monitor financial institutions Community Reinvestment Act (CRA) commitment for affordable and workforce housing
- Explore the creation of mandatory inclusionary zoning.
- Review the status of Community Redevelopment Agencies (CRAs) and their response to their statutory responsibility to address affordable and workforce housing.

III. Recommendations for Broward Solutions

James Carras, Chair, Broward Housing Council, Facilitator

Panel:

- **Ralph Stone**, Broward County Office of Housing
- **Mandy Bartle**, South Florida Community Land Trust
- **Barry Krinsky**, Citi Community Capital
- **Jim Ellis**, Developer

Topics Covered

1. Keys to be more effective in producing affordable and workforce housing:

- Location with high housing demand, job concentration, and within close proximity to transportation;
- Access to land;
- More funding to help reduce housing costs;
- Better predictability;
- Subsidy resources and dollars availability;
- Predictable time period.

2. Is Broward County receiving its fair share of available state resources? If not, what do we do about it?

- Need to have at least three sources of funding;
- Fill the gaps of financing and provide subsidies;
- Trust Fund is tied to real estate prices;
- HUD is another funding source;

3. The needs in Broward County to increase banks involvement in production:

- Bonds, loans, and surtax program is a good start for effective development

4. Methods to be more effective in producing affordable and workforce housing:

- Utilization of the area in downtown and parking garage;
- Partnership with the City;
- Extension of the CRA— opportunity to develop more dense affordable and workforce housing in close proximity to downtown in Fort Lauderdale;

- 3,000 of parking places, that are underutilized, could be redeveloped;
- Maximization of affordability;
- Comprehensive Plan Strategy;
- Solutions: 1) continue to innovate;
  2) use local sources to support the project;
  3) preserve affordability;
- Continuation of use of Local Trust Fund;
- Focus on Transit Oriented Development (TOD);
- Development around transit stations to reduce parking;
- Increase of density through mixed-use development;

5. The cost effective action to insure continued provision of affordable and workforce housing:

- Transit Oriented Development (TOD);
- Number of units and Floor Area Ratio (FAR) must be considered;
- Current resources and their preservation are important;
- Maintenance of quality of existing homes;
- Creation of sustainable neighborhood through systematic approaches—Time and Quality.

IV. Moving Forward with a Broward Housing Action Agenda

Key Comments/Recommendations from a facilitated workshop with over 100 attendees.

Planning

- Conduct a "Nexus" assessment to identify funding sources for Housing Trust Fund;
- Create strategy and set goals for affordable and workforce housing;
- Create 5 Year Plan with production targets (with committee):
  - Promoting Alternative Construction Technology;
  - Reduce impact/ permit fees;
- Housing Plan and goal (cities and County collaboration);
- Create an Existing Housing Preservation Plan;
- Need to have "SMART" Strategic Plan with measurable results;
- Building consensus amongst key stakeholders:
  - Educational institutions—public agencies;
  - Financial institutions—non-profit organizations;
- Collaborative partnerships—(P3): increase awareness;
- Establish measurable goals to achieve affordable and workforce housing in Broward County;

Funding and Financing

- Sales taxes on the 2018 ballot
- Percentage of intangible taxes allocated to affordable and workforce housing;
- ½ Cents Sales Tax;
- Need to identify permanent, dedicated, and affordable and workforce housing funding source (multiple sources) at local level;
- Advocate to preserve the Ship funds (state housing initiatives partnership fund) dedicated to affordable and workforce housing (Sadowski Act);
- Education for public to gain support;
- Dedicated funding sources (linkage fee (bed tax), protect Sadowski);
- Dedicated funding sources for affordable and workforce housing program:
  - Sadowski;
  - Local Surtax;
  - Bonding
- Incremental increase in property taxes
- Dedicated resources/accountability;

Land Use and Zoning

- Mixed-income/mixed-used development;
- Broward could give transferable developmental rights to LIHTC developers to help fund projects (which would be sold to other developers for development projects in Broward County)
- Mandatory Inclusionary zoning;
- Review Land Use Plan to create more attractive incentives for developers;
- Density Bonus Programs;
- Amend zoning and code policies to promote more flexible housing alternative;

Banks

- Review periodically the Community Reinvestment Act Banking Commitment in our community;

Other

- Consider litigation to prevent raiding the Sadowski Trust Fund;
- Employer involvement (workforce relation);
- Use of Community Land Trust;
- Coalition/ consortium of larger counties working together;
- Advocacy and Coalition Building with like-minded counties;
- Raising community awareness and education regarding affordable and workforce housing;
- Prioritize Affordable and workforce Housing support in Government Budgets e.g. CRAs subset - setting a minimum percentage of dollars aside);
- Provide incentive to employers to increase wages to help employees afford raising housing costs (Business Subsidy Fund)
- Increase wages;

LISTENING SESSIONS

Listening Session: July 27th 9 at the Greater Fort Lauderdale Alliance: Businesses

Recommendations by Policy

I. Creating and Preserving Dedicated Affordable and workforce Housing

- County contribution to create dedicated funding source;
- Additional P3 development;
- Utilize vacant land;
- Increase of density in Downtown;
- 15% of development of rental units is required to be affordable and workforce. Should this number be a subject to change?
- Create equitable Transit-Oriented Development (TOD): job and living places near TOD will be very helpful;
- Density has to be looked at carefully— overuse of infrastructure;
- Need to have a better understanding from cities of the housing market;
- Attract new companies into the area;
- Increase taxes;
- Well-structured public transportation system will allow creation of affordable and workforce housing;

II. Promoting Affordability by Increasing Overall Supply of Housing and Lowering Costs

- Incorporate energy-efficient buildings;
- Require detailed review of plan permitting process;
- Simplify and promote awareness of building code process;
- Need to look at demographics—match the supply and demand;
- The implementation of the plan should be a collective effort;

III. Helping Renters and Homeowners Maintain Stability

- "BOLD" leadership & "CLEAR" vision;

IV. Helping Renters and Homebuyers Afford Costs in the Private Market

- Perform surveys to collect public opinion.

Listening Session: July 28th at Broward Regional Health Planning Council: Non-profit organizations

Recommendations by Policy

I. Creating and Preserving Dedicated Affordable and workforce Housing

- Hotel, sales, Airbnb tax, bonds for dedicated housing stream to fund housing trust;
- Inspired by Denver housing model, community buy-in mixed-use development, including the whole neighborhood—affordable and workforce housing at the top and retail at the bottom. This type of development will create sustainability; residents work, train, and build skills where they live. Utilize this model for seniors in assisted living facilities;
- Establish connection between housing and economic development;
- Take housing categorization— single-family, multi-family, senior, and student housing— into account, as well as its allocation throughout the county;
- Reduction of construction cost by building relations with firms that produce construction materials, such as The Home Depot, leverage NPO status to cut costs;
- Utilization of shipping containers as a cost effective solution for the housing affordability: 35% savings in construction; Involvement of additional funders is needed;
- Inventory of bank-owned properties, engage banks in the process;
- Employer-sponsored housing is one of the tools that can be implemented to address the challenge by providing assistance to employees in obtaining affordable and workforce housing;
- Preservation and reuse of the existing affordable and workforce housing— determine number of affordable and workforce units lost to gentrification and being priced out of markets – preserve NOAH through home improvements and renovations;
- School districts and hospitals should be involved in the plan to create and preserve nearby affordable and workforce housing;
- Utilization of vacant land – municipalities required annually to list surplus lots available for affordable and workforce housing;
- Utilization of publicly-owned land by the cities and county should be used for public good rather than sold to the highest bidder, especially along corridors; if sold at highest price, portion of proceeds should go to affordable and workforce housing development fund.

II. Promoting Affordability by Increasing Overall Supply of Housing and Lowering Costs

- Enforce Low-Income Housing Tax Credits (LIHTC) projects, incentivize developers to work with NPOs;
- Cooperate with the Community Development Financial Institutions Fund (CDFI Fund) in generating economic growth;
- Establish education programs for renters, tenants, and home-owners, familiarizing them with zoning requirements, code enforcements, and eviction prevention;
- Zoning codes need to reflect the need of resident affordability, health, and safety;

- Establish housing standards and requirements for landlords to meet affordability goals;
- Address liens in simplifying the permitting process;
- Develop aging in place program for populations vulnerable to being priced out of home;
- Rehab old blighted hotels for affordable and workforce housing;
- Limit the code enforcement barrier by developing a support system to help citizens meet those requirements, need homeowner support.

III. Helping Renters and Homeowners Maintain Stability

- Incorporate homelessness prevention program, looking for people at risk;
- House modifications for aging populations or residents with disabilities;
- Encourage student housing (cost: $400+utilities), e.g. Boston/Tampa;
- Hospitals and universities shall set some funding aside for creation those low-rent units;
- Employers reinvest in community by providing employee benefit subsidy for housing;
- Housing entrepreneurship: create housing for people with $80,000 income and up;
- Involve major employers, stakeholders, and various institutions in the county;
- Promote financial stability of the citizens;
- Educate people about existing mortgage reduction and energy-efficiency programs.

IV. Helping Renters and Homebuyers Afford Costs in the Private Market

- Encourage funding allocation for salaries of non-profit organizations' staff;
- Balance the emergency-housing users and the number of growing homeless people, avoiding the shortage of housing units availability and surplus of homeless people;
- Incorporate some percentage of companies' gross profit in funding affordable and workforce housing projects;
- Promote financial literacy at high school level, should be preventative not reactionary.

Additional comments:

- Introduce microloans for security deposits and people at risk;
- Offer permanent/temporary rental support for those who in need;
- Utilize revenue generation from retail use at mixed-use complexes (affordable and workforce housing at the top and retail at the bottom) to sustain affordability.

Listening Session: August 2, at the Greater Fort Lauderdale Alliance: Businesses

Recommendations by Policy

I. Creating and Preserving Dedicated Affordable and workforce Housing

- Increase wages;
- Group-housing, or high-density housing, could be a solution that can happen right away;
- Communication between governmental and private entities will play a vital role in creation of affordable and workforce housing efficiently;
- Consider housing inventory and manage expectations in Broward County;
    - o Value the importance of housing environment:
      Preserve the existing housing to attract housing seekers/new residents to cities in Broward County;
- Offer more flexibility in the size of affordable and workforce housing that is built – micro-units;
- Promote the construction of micro-units:
      Put consumer psychology aside;
      When regulations against minimum unit sizes are relaxed, developers can put more units into a building envelope;
      Small spaces tend to rent for more per square foot than larger ones; thus, the building generates more revenue;
- Consider Pembroke Pines housing model as an exemplar.

II. Promoting Affordability by Increasing Overall Supply of Housing and Lowering Costs

- Establish certain requirements/specifications of the proper size for a single unit;
- Support from the county and cities to allow the increase of density;
- Initiate the promotion of efficient-units (there is a need of support by cities in Broward County).

III. Helping Renters and Homeowners Maintain Stability

- Prioritize rental housing programs more than homeownership programs;
- Understand the needs of millennial generation;
- Encourage public education in order to reduce NIMBYism;
- Encourage county and cities collaboration and their willingness to pull resources together.

IV. Helping Renters and Homebuyers Afford Costs in the Private Market

- Creation of micro-units as a cost-saving mechanism;
- Reutilization of existing housing/constructions, such as warehouses;
- Develop co-living complexes;
- Consider 'Battery Park City: A Model for Financing Low Income Housing' as an exemplar;
- Take human behavior into consideration (what choices people make?);
- Consider the cost of roofing.

Listening Session: August 7th, at the Greater Fort Lauderdale Alliance: Bankers

Recommendations by Policy

I. Creating and Preserving Dedicated Affordable and workforce Housing

- Separate affordable and workforce housing into two different groups;
- Inclusionary zoning. Set requirements for mixed-use development;
- Land use plan for micro-units;
- Develop financing model to leverage public money for gap funding;

II. Promoting Affordability by Increasing Overall Supply of Housing and Lowering Costs

- Promote public awareness;

III. Helping Renters and Homeowners Maintain Stability

- Rehabilitation of the smaller units in which non-profit organizations can play a huge role;
- Fair housing legislation at municipal level to protect renters from eviction;

IV. Helping Renters and Homebuyers Afford Costs in the Private Market

- Increase wages;
- Second mortgage programs;
- Lobby federal regulators;
- Communication with/involvement of Sun Sentinel.

Broward Housing Council Workshop August 25, 2017

An Inclusive Housing Plan Listening Session

The workshop included an overview of the Coordinating Council of Broward's initiative to develop An Inclusive Housing Plan (Attachment A) and Housing Council members discussed additional recommendations summarized below:

I. Creating and Preserving Dedicated Affordable and workforce Housing

- Create a new, dedicated financing model to support the creation and preservation of affordable and workforce housing
- Equitable transit-oriented development
- Incentivize mixed-income developments and increase density
- Complete a comprehensive survey and inventory of all publicly-owned vacant and underutilized parcels

Additional recommendations from members:

- Linking funding criteria w/ TOD and focus on specific corridors
- EDUCATION the public & business community (workforce) – create a strategy
- Collaboration between County and city, capture CRA funds
- Ensure CRA funds are allocated for affordable and workforce housing
- Trust fund – funding source with specific criteria
- Model: Collaboration between County and city
    - o Accountability and management of funds
    - o Recognize individual city needs (models)
- Phase 2: outreach/marketing plan (Oct 2017)
- Identify benefits/challenges
- Look at "big picture"
- Inclusionary zoning – mandatory County-wide
- Incentives (bonus density) for developers

II. Promoting Affordability by Increasing Overall Supply of Housing and Lowering Costs

- Reform zoning, building codes, and other regulations to unlock development opportunities
- Stimulate private investment
- Expedite and simplify the permitting process

Additional recommendations from members:

- Container units – identify locations
- Alternative ways to find land inventory!
- Reform codes/regulations to enable container units
- Form based codes / Land use (TOD)

III. Helping Renters and Homeowners Maintain Stability

- Develop a public education and outreach campaign
- Engage employers and anchor institutions (hospitals, universities, etc.)
- Allow auxiliary units to single family homes (e.g. granny flats)

Additional recommendations from members:

- Importance of public education campaign
- Utilize School Board for outreach, etc. to spread the word
- Focus on possible outcomes/impacts if no affordable and workforce housing, What does it mean?
- Provide funds for blighted areas to rehabilitate existing housing, upgrade communities (maintain roads, landscape)
- Acquire/rehabilitate existing inventory to maintain affordable and workforce housing
- Ensure CRA's include comprehensive approach to residents/community improvement
- Program for training/workforce development, use CRA dollars
- Ensure all income levels are addressed
- Address structural issues that keep people in poverty
- Identify short- and mid-term strategies > what can we do NOW?
- Re-purpose existing buildings

IV. Helping Renters and Homebuyers Afford Costs in the Private Market

- First time homebuyer workshops, mentoring, and financial literacy programs prior to and postpurchase
- Soft second mortgage programs
- Increase wages

Additional recommendations from members:

- Collaboration between cities/mortgage brokers (grants, first time homebuyers, etc.)
- Use existing opportunities/assets
- Educate the cities about opportunities/programs (joint efforts banks and brokers)
- Actionable items for banks
- Workshop for decision makers- banks and brokers
- Engaging all financial solutions/representatives
- 2nd mortgage programs
- Public relations- celebrate successes! Banks (loans) can help you!
- Code enforcement / garbage pickup and dumping, also liens on properties > important to have this
- Visuals! Outreach program to show what has been done
- Neighborhood improvement programs

Public Comments

- Funding for code enforcement compliance
- Government help with renovation to homes
- Subsidies from Federal government

- Flex units policies – build in an affordable and workforce housing component
- TOD look at regional connections, prioritize funding for these projects
- Socio-economics
- Partnerships
- Buy-down costs to afford homes
- Equitable TODs > identify how to help homebuyers
- Link transit stations
- Criteria/definitions of income levels not realistic, establish different criteria
- Look at other funding sources/models besides HUD
- Look at living wage vs. minimum wage at County level
- Strategies to retain existing affordable and workforce units
- Habitat for Humanities and South Florida Community Land Trust

SURVEY RESULTS

Housing Broward: An Inclusive Housing Plan
Survey responses – 70

1. What barriers are preventing development and what solutions can overcome them?
   - Lack of permanent funding source – create a housing trust fund; P3
   - Municipal exclusionary zoning – revamp land use and zoning for density
   - Lack of capacity of NPO developers
   - Lack of affordable and workforce land
   - CRA disinterest
   - High cost of construction
   - NIMBYism
   - Political cronyism and lack of political will
   - Community opposition – education campaign needed

2. If you think that Broward County should play a role in supporting affordable and workforce housing, what types of housing should be prioritized? What solutions should it implement?
   - Preserving existing and creating new affordable and workforce rental
   - Housing trust fund for 4% LIHTC deals
   - Regionalize housing programs for greater impact
   - Policy and funding
   - Hold CRAs accountable
   - Rehab existing units
   - Micro-units and modular homes
   - Inclusionary zoning
   - Low/moderate income housings
   - Workforce housing for up to 140% AMI
   - Public housing focused on ELI households
   - Employed/employable families
   - Housing for homeless

3. If you think that Broward's local municipalities should play a role in supporting affordable and workforce housing, what types of housing should be prioritized? What solutions should they implement?
   - Open up affordable and workforce rental
   - Preserve affordable and workforce single family stock
   - Contribute to multi-jurisdictional trust fund
   - Tap into CRA millions
   - Uniform affordable and workforce housing policies
   - Very low, low, and workforce housing – adopt inclusive development codes

4. What solutions should financial institutions implement relative to affordable and workforce housing?

- Invest in public private partnership fund
- Streamline lending practices, create reasonable/accessible loan products
- Small pool of cash to guarantee larger pool of well managed loans (Detroit)
- Easier credit access for affordable and workforce housing
- Low rates, easy payment schedules
- Lend to 2-6 unit developments
- Longer term financing, low interest rates/closing costs, free checking

5. What solutions should large employers and anchor institutions such as hospitals and universities implement relative to affordable and workforce housing?

- Build units for their employees
- Homebuyer training programs and workforce education
- Work with local governments to produce units and provide grants to employees
- Act as developers
- Financial incentives to employees purchasing vacant land or foreclosed home
- Subsidy to live near work/transit

6. Are you familiar with effective examples of jurisdictions working together to address affordable and workforce housing issues, either in Broward County, regionally, or nationwide? What are the characteristics that have made that collaboration successful?

- Chicago's regional housing initiative: http://www.cmap.illinois.gov/livability/housing/rhi
- Louisville https://housingtrustfundproject.org/louisville-commits-nearly-10-million-to-affordable and workforce-housing-trust-fund/

7. What is your assessment of the prospects for establishing a program in which multiple jurisdictions and the County pool resources to address affordable and workforce housing in Broward County? What are the potential challenges that a new program may have to overcome in order to be effective?

- Build units for their employees
- Homebuyer training programs and workforce education
- Work with local governments to produce units and provide grants to employees
- Act as developers
- Financial incentives to employees purchasing vacant land or foreclosed home
- Subsidy to live near work/transit

8. Should mandatory inclusionary requirements be created for all new housing development in Broward County? If so, what conditions and incentives should be included?

- Yes, 15% mandate $200,000 unit in lieu of fee
- Yes, but option for payment in lieu of construction should be reasonable
- Yes, good luck with that
- Yes, in lieu of fees should not be allowed
- No, it won't work
- Yes, 10% of all units 8 or more in re-zonings or new developments should be offered to those 60% or less AMI of that particular neighborhood/city, not regional AMI
- Train left the station 3 decades ago

9. What do you see as possible next steps for bringing jurisdictions together on affordable and workforce housing issues?

- Convene a summit of the league of cities to endorse joint plan
- Mandatory requirements by the State or County
- Sue them or cut off their funding
- Identify key personnel
- A simple, easy to understand program
- Conversation, fact sheets on the existing situation, education on the problem
- PHAs are a great place to jumpstart a regional dialogue
- Develop document tax surcharge like Dade County with governing body appointed like