

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
MONDAY, OCTOBER 10, 2016 – 6:00 P.M.

1. Call to Order/Roll Call

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

Present:

Chairman:	Marco A. Salvino, Sr.
Vice-Chairman:	Albert C. Jones – <i>arrived at 6:02 p.m.</i>
Board Members:	Chickie Brandimarte
	Paul Fetscher
	Bobbie H. Grace
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no citizen comments at this meeting.

3. Administrative Reports

Director Bach noted she provided the information on marketing that was requested at the last meeting. This information is attached to and incorporated into these minutes.

4. Presentations

4.1 CRA Work Program 2016/17

Vice-Chairman Jones arrived at 6:02 p.m.

Director Bach presented a PowerPoint presentation for the 2016/2017 Work Program, which is attached to and incorporated into these minutes.

Vice-Chairman Jones addressed façade grants and owners understanding that the grant has to be paid back if the business goes under, the light on Stirling Road, and the bus loop at Collins.

Board Member Grace questioned whether the Cities of Hollywood and Hallandale Beach had contacted Director Bach about the PATCH, the status of the YMCA grant, and the Neighborhood Nights event.

Discussion was held regarding the FEC pedestrian crossings on West Dania Beach Boulevard and NW 1st Street, and the \$11,000.00 expenditure necessary to get a cost estimate.

Vice-Chairman Jones questioned the status of neighborhood signage for Sun Garden Isles. Director Bach noted the funding to be used, which is from the MPO TAP grant, will not be available until 2018.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of September 27, 2016 CRA Board Meeting

5.2 Travel Requests:

Request from Rachel Bach, Interim CRA Executive Director, to attend the Florida Redevelopment Association Annual Conference in Orlando, Florida on October 12-14, 2016 (Estimated cost \$1,141.76)

Request from Kathleen Weekes, CRA Manager, to attend the Florida Redevelopment Association Annual Conference in Orlando, Florida on October 10-14, 2016 (Estimated cost \$1,992.76)

5.3 RESOLUTION #2016-CRA-011

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH RTMG, LLC TO PROVIDE DIGITAL MARKETING SERVICES TO PROMOTE THE DANIA BEACH CRA DISTRICT IN AN AMOUNT NOT TO EXCEED TWENTY EIGHT THOUSAND TWO HUNDRED DOLLARS (\$28,200.00) FOR A ONE YEAR PERIOD; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

5.4 Approve a Façade and Exterior Grant for Fifth Avenue Real Estate Investors, LLC, formerly known as Collins Market, located at 6 SW 5th Avenue, in an amount not to exceed \$20,000.00

5.5 Approve a Façade and Exterior Grant for Historic Dockers Restaurant, located at 318 N Federal Highway, in an amount not to exceed \$20,000.00

5.6 Approval of Redevelopment Management Associates Invoices #3550, #3602, #3598, #3597

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

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 Commercial Property Improvement Grant Program

Director Bach continued the earlier Power Point presentation, which is attached to and incorporated into these minutes.

Board Member Grace motioned to approve the Commercial Property Improvement Grant Program; seconded by Vice-Chairman Jones. The motion passed unanimously.

8. Board Member Comments

Vice-Chairman Jones noted we had looked at a piece of property that would be beneficial to the City and CRA, which property is still available. He will speak to Director Bach about it.

9. Adjournment

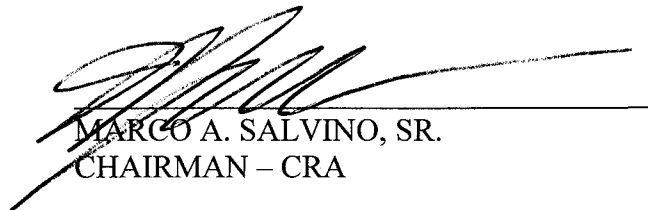
Chairman Salvino adjourned the meeting at 6:32 p.m.

ATTEST:



LOUISE STILSON, CMC
CRA SECRETARY

COMMUNITY REDEVELOPMENT
AGENCY



MARCO A. SALVINO, SR.
CHAIRMAN – CRA

Approved: December 13, 2016



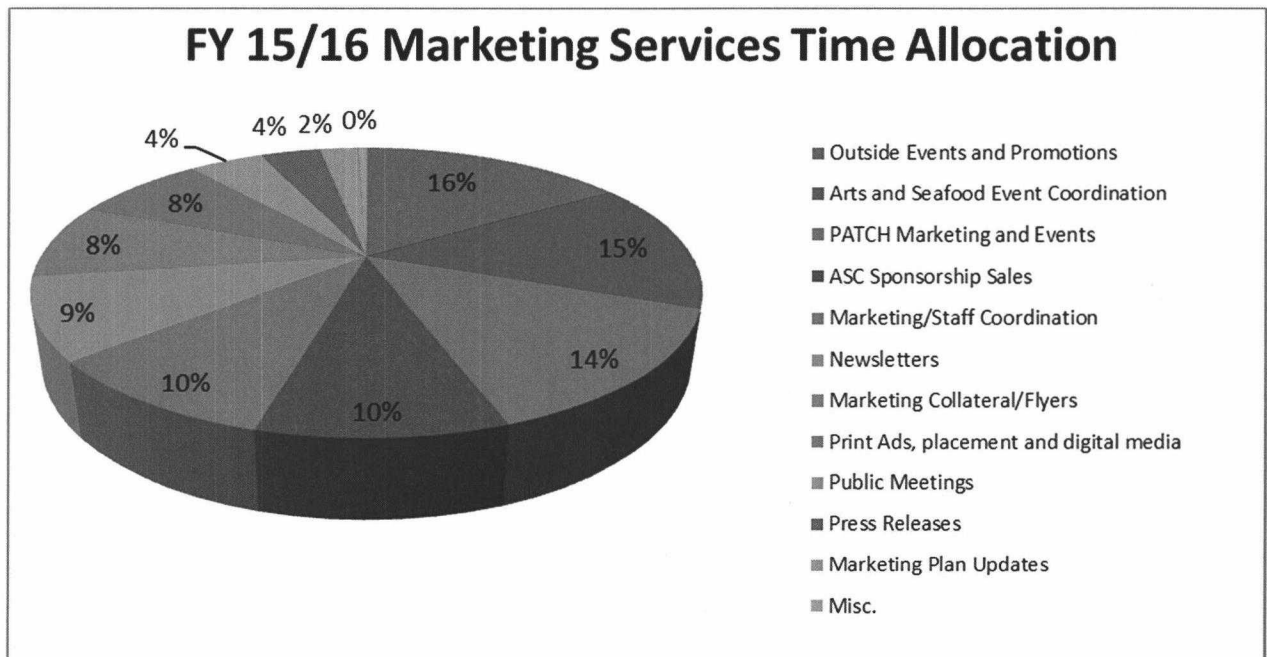
RMA Marketing and General Services Summary
FY ending September 30 2016

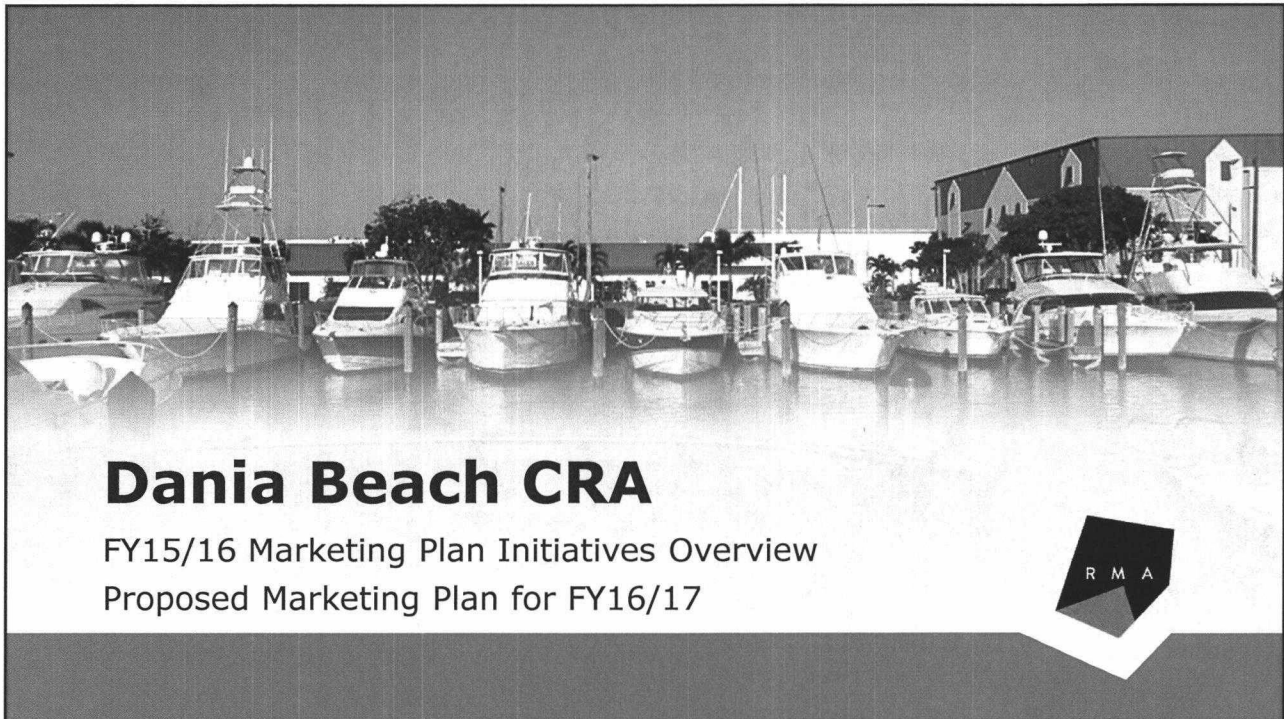
FY 15/16 Marketing Services (monthly lump sum, \$7,000): \$84,000.00

<u>Marketing Services</u>	<u>Hours</u>
Contracted Hours (.5 FTE)	1040.00
Actual Hours (as of 9/30/216)	1221.16

Marketing Activities

- Marketing/Staff Coordination
- Print Ads and Placement
- Marketing Collateral/Flyers
- Arts and Seafood Event Coordination
- Arts and Seafood Advertising and Media Placement
- Sponsorship Sales
- Outside Events and Promotions
- Neighborhood Ambassadors
- PATCH Marketing and Events
- Marketing Plan
- Press Releases
- Newsletters
- General Consulting





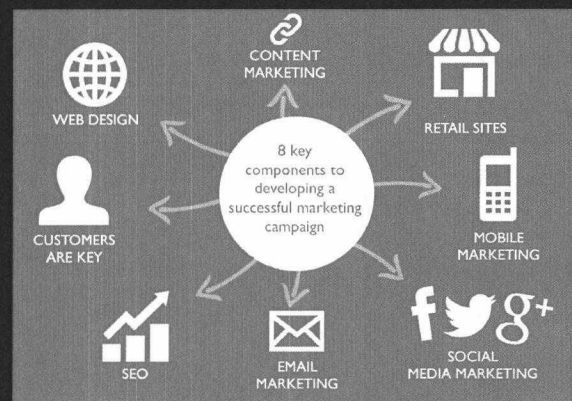
Dania Beach CRA

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

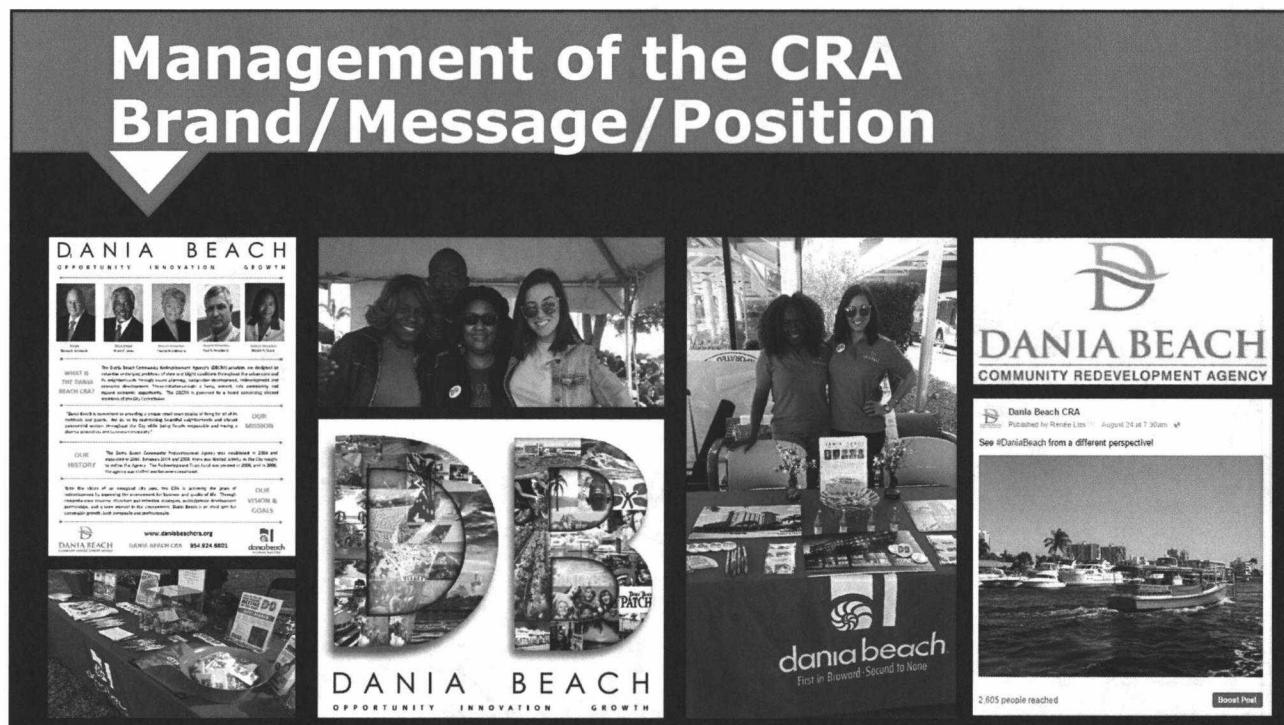


FY 15/16 Marketing Overview & Accomplishments

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

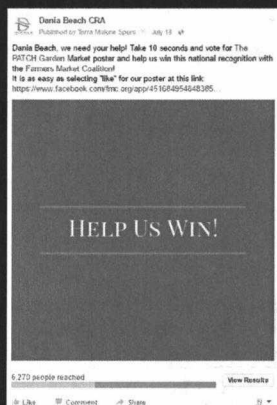


Management of the CRA Brand/Message/Position



Management of the CRA Brand/Message/Position

- DB CRA social media maintenance and innovative campaign creations



26%
increase
in total
fans

Total Fans:	New Likes:	Increase:
14,557	3,019	26%
Weekly Page Views:	Annual Page Views:	
50	2,600	

41%
increase
in reach



Management of the CRA Brand/Message/Position

**PRESS
RELEASES**



On average, 2
press releases are
written per month

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

Google Alerts	Google Alert - dania beach community redevelopment agency - for [dania beach community redevelopment agency] *** Dania Beach CRA takes Home 11 State Awards - Most in Florida Send2Press Newswire (pr
Google Alerts	Google Alert - dania beach CRA - for [dania beach CRA] *** Dania Beach CRA takes Home 11 State Awards - Most in Florida Send2Press Newswire (pr
Google Alerts	Google Alert - The RATCH Urban farm and market - for [dania beach CRA takes Home 11 State Awards - Most in Florida Send2Press Newswire (pr
Google Alerts	Google Alert - dania beach arts and seafood celebration - for [dania beach arts and seafood celebration] *** Dania Beach CRA takes Home 11 St
Google Alerts	Google Alert - dania beach, FL - for [dania beach, FL] *** Single Bedroom Near 35 Sw 4th St, Dania Beach, FL 35 Sw 4th St, Dania Beach, FL, Your rent
Google Alerts	Google Alert - dania beach, FL - for [dania beach, FL] *** Marketing Associate permanent position in Dania Beach, FL (BQ) Job Title: Marketing As



PRESS RELEASE

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

FOR IMMEDIATE RELEASE:

The DBCRA Discusses a Master Plan for Downtown Dania Beach

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

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

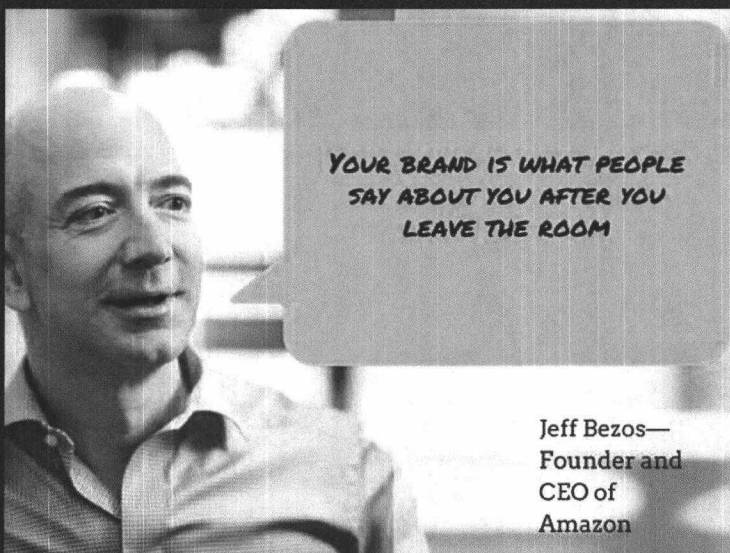
- Ways to upgrade building facades, especially along Federal Highway
- How to solve side street parking problems and accommodate bicycle paths, pedestrian crosswalks and safe walkways for children
- New perspective on downtown development including the planned city center request for proposals, FEC rail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

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

Complimentary refreshments will be served. To RSVP contact Kisha Payen at kpayen@ci.dania-beach.fl.us. For more information, contact the CRA at 954-924-6802.

###

Management of the CRA Brand/Message/Position



Jeff Bezos—
Founder and
CEO of
Amazon

Newsletters

• Dania Beach CRA Weekly News, Events & Happenings

Explore Dania Beach...

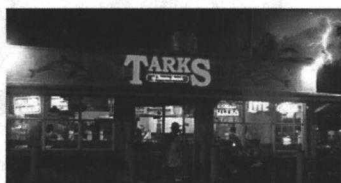
Tomorrow night Friday September 23rd @ 8PM, Josh Wolf & Heather McDonald are coming to *The Casino @ Dania Beach*! Head out for an evening of laughs with two hilarious comedians! Both are popular for their appearances on the TV show *Chelsea Lately* and their improv across the country. *Must be 21 or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



301 East Dania Beach Boulevard

Explore Dania Beach...

Come join one of the best happy hours in Dania Beach - at *Tarks*! Monday - Friday 4pm-6pm enjoy \$5.50 wings and \$1.50 Bud or Bud Light. Not in the mood for wings? Try their large variety of seafood with the best prices in town.



1317 South Federal Highway

Meeting Notices

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



19.5% open rate

Hot Off the Press

Knight Arts Challenge names five Broward, Palm Beach finalists - The Dania Beach Creative Arts Council plans to commission new murals to spruce up city neighborhoods.

1,004 subscribers

Newsletters

• Monthly Business Insider

We Want Your Feedback!

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

START THE SURVEY NOW!

113 subscribers

18% open rate

Business Resources

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



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



WED. AUG 3 6:00 PM
The Entrepreneurship Center: New Client Orientation
The Urban League of Broward County

Newsletters

• Monthly PATCH Urban Farm and Market Newsletter

SEE YOU TOMORROW!

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

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

FREE Event!

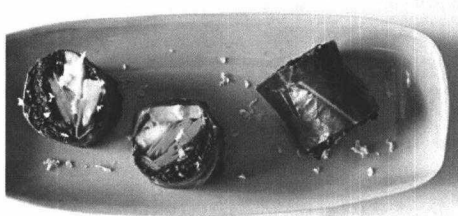
DANIA BEACH PATCH
People's Access to Community Horticulture

DANIA BEACH'S
URBAN
FARM & MARKET
OUTDOORS YEAR ROUND

486 subscribers

20.8% open rate

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



James Ransom/Food52

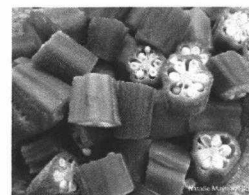
PATCH GROCERY LIST

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

Blueberries, Blackberry, Cucumber, Yellow corn, Cabbage, Brown rice, White rice, Spaghetti squash, Red beans, Yellow squash, Organic bananas, Butter lettuce, Zucchini, Butternut squash, Sweet potato, Yukon potato, Savoy cabbage, Banana milk, White eggplant, Holy basil, Mint, Oregano, Rosemary, Chive, Collards, Jalapeño

*Additional produce and products source available

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



Business Attraction / Retention



Mayor's Relators
Breakfast – May 2016



ICSC Conference – August 2016

Business Attraction / Retention



Business Attraction / Retention

INPUT NEEDED



DANIA BEACH
COMMUNITY DEVELOPMENT DEPARTMENT

The Broward County Planning Council is Commissioning "highlighted Regional Issues and Strategies" sections of the Broward County Land Use Plan. Presenters Barbara Blake By and Henry Baines of the Planning Council's community describes the county's vision and strategies for the future. They have asked the materials and obtained feedback from more than 20 municipalities and 50 interested party groups.

Here is your opportunity to learn and offer opinions on:

- Multi-Modal Transportation
- Affordable Housing
- Regional Redevelopment
- Regional Partnership - Interjurisdictional Coordination
- Climate Resiliency
- Back of the A/C Environmental
- Disaster Prevention & Post-Disaster

Join the Dania Beach Club Quarterly Merchants Meeting

- February 4, 2014 | 5:00-7:30pm
- Dania Beach City Hall | Atrium
- Free Refreshments will be served

INPUT NEEDED



DANIA BEACH
COMMUNITY DEVELOPMENT DEPARTMENT

JOIN US FOR THE THIRD MERCHANT MEETING OF THE YEAR!

Discussion on Downtown Dania Beach Development and Master Plan

May 19, 2014 - 6PM - 7:30 PM
Dania Beach City Hall Atrium 300 W. Dania Beach Blvd.
Light refreshments will be served

Your opinion matters....
We want to hear from our local businesses!

INPUT NEEDED

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

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

100 West Dania Beach Blvd
Dania Beach, FL 33004

Call for more info: 954.924.5801



Business Attraction / Retention

YOU ARE INVITED

from the Dania Beach Community Redevelopment Agency

Annual Business Luncheon

THURSDAY
SEPT
22
2016

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

Who Empowers Globally Competitive?
Keynote Speaker

Bob Swindell

CEO of Swindell Group

Keynote Address
Panel Discussion

Cima Georgevich

CEO of Cima Group

SEAT RESERVATIONS
VALET PARKING
& LUNCHEON

\$15

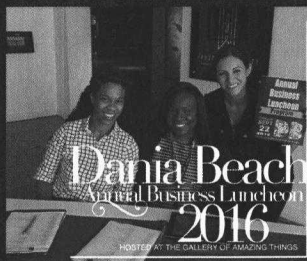
DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY

100 W DANIA BEACH BLVD
DANIA BEACH, FL 33004

kindly
RSVP

BY SEPTEMBER 19, 2016
DAN MURPHY
dan@dbcra.com
or 954.924.6801

PAY WITH CREDIT CARD
OR CHECK AT THE DOOR



On behalf of the City of Dania Beach, I want to say welcome to our Annual Business Luncheon. It is an honor to have you here and to share with you the many opportunities and challenges that we face as a community. We are excited to have you here and to share with you the many opportunities and challenges that we face as a community.

PROGRAM

11:30 Registration
12:00 Luncheon
12:30 Keynote Address
1:00 Panel Discussion
1:30 Break
2:00 Closing Remarks

Executive Panel Discussion
The Dania Beach Advantage

Keynote Speaker
Who's Keeping South Florida Companies Globally Competitive?

THURSDAY
SEPT
22
2016

11:30 AM TO 2:00 PM

GALLERY OF AMAZING THINGS

481 SOUTH FEDERAL HIGHWAY

DANIA BEACH, FLORIDA, 33004

SEAT RESERVATIONS VALET PARKING & LUNCHEON \$15

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

100 W DANIA BEACH BLVD DANIA BEACH, FL 33004

kindly RSVP BY SEPTEMBER 19, 2016 DAN MURPHY dan@dbcra.com or 954.924.6801

PAY WITH CREDIT CARD OR CHECK AT THE DOOR

THURSDAY SEPT 22 2016

11:30 AM TO 2:00 PM

GALLERY OF AMAZING THINGS

481 SOUTH FEDERAL HIGHWAY

DANIA BEACH, FLORIDA, 33004

SEAT RESERVATIONS VALET PARKING & LUNCHEON \$15

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

100 W DANIA BEACH BLVD DANIA BEACH, FL 33004

kindly RSVP BY SEPTEMBER 19, 2016 DAN MURPHY dan@dbcra.com or 954.924.6801

PAY WITH CREDIT CARD OR CHECK AT THE DOOR

Neighborhood Ambassador Event Series

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



Neighborhood Ambassador Event Series

May 5th – The PATCH Urban Farm and Market



Neighborhood Ambassador Event Series

July 7th – Historic Dockers Restaurant – over 100 attendees



Neighborhood Ambassador Event Series

September 8th – The Holocaust Museum

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

You're invited to...
Come meet, mix and
make a difference!



HOLocaust MUSEUM
103 N FEDERAL HIGHWAY
FROM 6-8PM

FREE EVENT | Refreshments Served

RSVP by Tues, August 30 to Kisha Payton
954-924-6801 | kpayton@danbeach.com

STAY TUNED FOR UPCOMING
2017 DATES AND LOCATIONS!!!

100 West Dania Beach Blvd
Dania Beach, FL 33004




Neighborhood Ambassador Event Series

DANIA BEACH
NEIGHBORHOOD
AMBASSADOR
"BE IN THE KNOW GUIDE"



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



Thank you

The Dania Beach CRA thanks everyone who contributed to and participated in the 2016 Arts & Seafood Celebration. Thanks for making this year a great success. See you in 2017!



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

Visit
danbeachartsandseafoodcelebration.com
for 2017 volunteer info!

Contact the CRA for other volunteer
opportunities 954-224-6803

Important Information and Contacts:

Dania Beach Community Redevelopment Agency

100 West Dania Beach Blvd.
Dania Beach, FL 33004
954.924.6801

The PATCH Urban Farm and Market

www.thepatchgarden.com
www.facebook.com/PATCHGarden

Dania Beach Arts and Seafood Celebration

www.danbeachartsandseafoodcelebration.com
www.facebook.com/danbeachartsandseafoodcelebration

4th Annual Dania Beach Arts and Seafood Celebration



4th Annual DANIA BEACH Arts & Seafood CELEBRATION

PRESENTING SPONSOR **AT THE CASINO @ DANIA BEACH**

FREE ADMISSION & PARKING

Featuring Grammy Award Winner
★★★★ **SURVIVOR** ★★★★★

APRIL 2-3, 2016 **FROST PARK**
SAT 11-8PM - SUN 11-7PM
300 NORTHEAST 2ND STREET
Frost Park, Dania Beach, FL 33004

DaniaBeachArtsandSeafoodCelebration.com | fb.com/DaniaBeachArtsandSeafoodCelebration
For more information: 954.924.0807 or 954.951.4444 | info@DaniaBeachArtsandSeafoodCelebration.com

AT THE CASINO @ DANIA BEACH



DANIA BEACH Arts & Seafood CELEBRATION

PRESENTING SPONSOR **AT THE CASINO @ DANIA BEACH**

FROST PARK

300 NORTHEAST 2ND STREET
FROST PARK, DANIA BEACH, FL 33004
AT THE CASINO AND CITY CENTER GARAGE

APRIL 2-3, 2016
SAT 11-8PM - SUN 11-7PM
Frost Park, Dania Beach, FL 33004

Featuring Grammy Award Winner
★★★★ **SURVIVOR** ★★★★★

DANIA BEACH



DANIA BEACH Arts & Seafood CELEBRATION

PRESENTING SPONSOR **AT THE CASINO @ DANIA BEACH**

FROST PARK

300 NORTHEAST 2ND STREET
FREE ADMISSION & PARKING
DANIA BEACH, FL 33004

APRIL 2-3, 2016
SAT 11-8PM - SUN 11-7PM
Dania Beach, FL 33004

Featuring: Survivor
"Eye of the Tiger"

Join us for the Fourth Annual Award-winning South Florida Event

AT THE CASINO @ DANIA BEACH



DANIA BEACH ARTS AND SEAFOOD CELEBRATION!
FEATURING GRAMMY AWARD WINNER SURVIVOR! FREE EVENT!
APRIL 2ND: 10AM - 7PM • APRIL 3RD: 11 - 7PM
FROST PARK 300 NORTHEAST 2ND STREET, DANIA BEACH, FL 33004

CLICK HERE FOR MORE DETAILS >

DANIA BEACH ARTS AND SEAFOOD CELEBRATION.COM APR 2-3

4th Annual Dania Beach Arts and Seafood Celebration



1st –
PR/Media
Campaign

1st -
Comm.
Poster

1st – FaceBook

2nd –
Sponsor
Program

3rd – Tickets and Invitations

3rd –
Website

3rd –
T-Shirt

3rd – Radio

8 Total Florida Festivals and Events Association Awards

The PATCH Urban Farm and Market

FREE Event! Dania Beach's URBAN FARM & MARKET
BACK TO SCHOOL
August 20th 9am-1pm

Dog Days of Summer Event
Saturday July 16th!

Dania Beach's URBAN FARM & MARKET
9AM to 1:30PM

Dania Beach's URBAN FARM & MARKET
ANH-SHUCKS!

Dania Beach's URBAN FARM & MARKET
WE ♥ EARTH
CELEBRATE EARTH DAY AT THE PATCH!
SATURDAY APRIL 16 FROM 8AM-1PM

Dania Beach's URBAN FARM & MARKET
Slide into Summer
SATURDAY MAY 21 FROM 8AM-1PM

Dania Beach's URBAN FARM & MARKET
NEIGHBORHOOD GARAGE SALE!
Saturday Sept 17 9am-1pm

Dania Beach's URBAN FARM & MARKET
EVERY SATURDAY

Dania Beach's URBAN FARM & MARKET

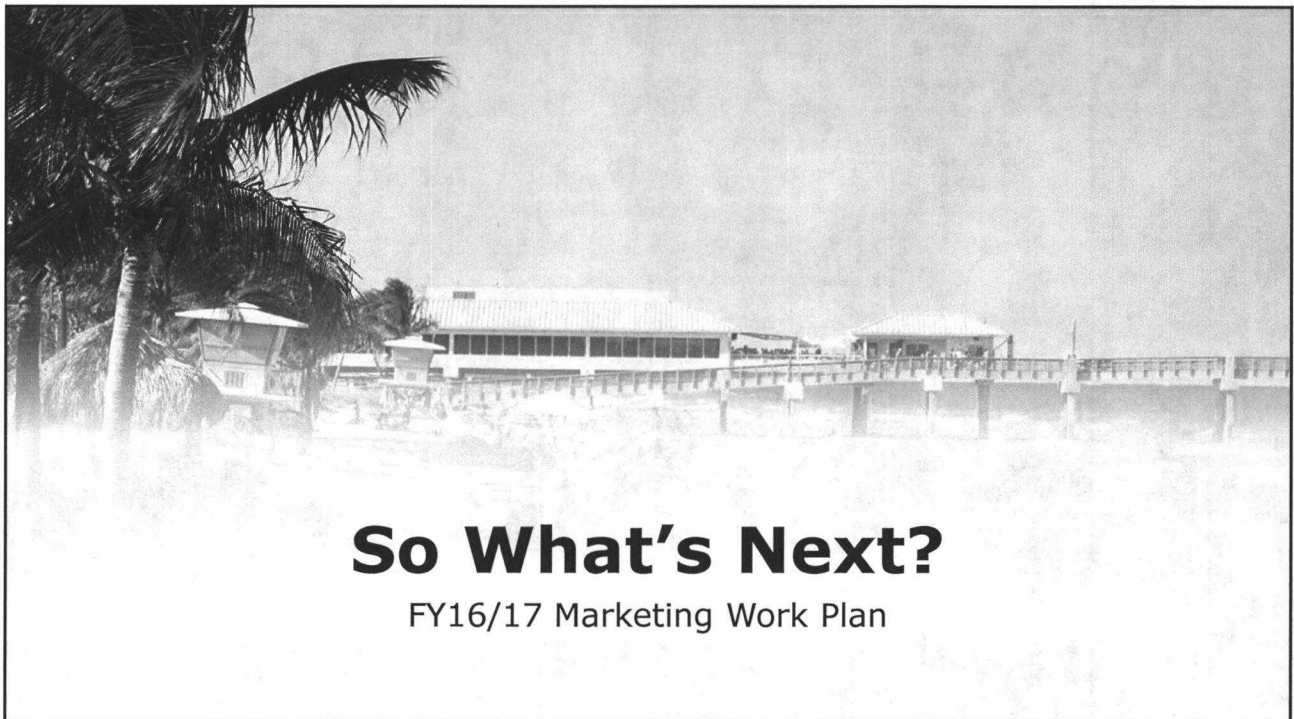
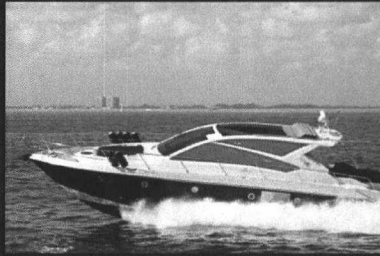
Dania Beach's URBAN FARM & MARKET

The PATCH Urban Farm and Market



3 1st Place Florida Festivals and Events Association Awards

New CRA Website



So What's Next?

FY16/17 Marketing Work Plan

Identity / Branding

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

Total: \$7,000.00

Business Attraction, Retention & Communications

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

Business Attraction, Retention & Communications

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

Total: \$12,000.00

Customer Base, Advertising & Events

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

Total: \$7,500.00

Downtown Environment / Visual Appearance

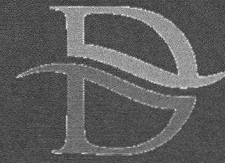
- Use merchant meetings to continue to educate business and property owners about "good" display tactics for storefronts and windows
- Attend all Creative Arts Council (CAC) meetings
- Write and distribute press releases on all news-worthy projects and programs implemented by CAC.
- Capitalize on City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

Total: \$0



Thank You for Your Time!

I look forward to another year of continued successes.



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Proposed Work Plan

FY 2017

CRA Board Priorities:

1. Downtown/City Center (Staff preparing Master Plan)
 - a) Downtown Master Plan
 - b) Zoning Review and Modifications
 - c) Streetscape and Signage Plan
 - d) Property Improvements
2. Neighborhoods
 - a) FEC Pedestrian Crossing
 - b) Sidewalk and Pedestrian Safety Projects
 - c) Traffic Calming
 - d) Homebuyer Assistance
3. The PATCH
 - a) Focus on Community Engagement and Events
 - b) Expanded market hours and access to Community
 - c) Reduction in costs
4. Other
 - a) Business Attraction Marketing and Public Relations
 - b) Arts and Seafood Celebration – Breakeven

Downtown

Current Grants

- 250 S. Federal Highway, Premier Mobile
- 768 E. Dania Beach, Blvd., TNT Fireworks
- 4 S. Federal Highway, Stix Cigar Lounge

Proposed Grants

- 318 N. Federal, Dockers
- 6 SW 5th Avenue, Collins Market

Zoning and Code Analysis

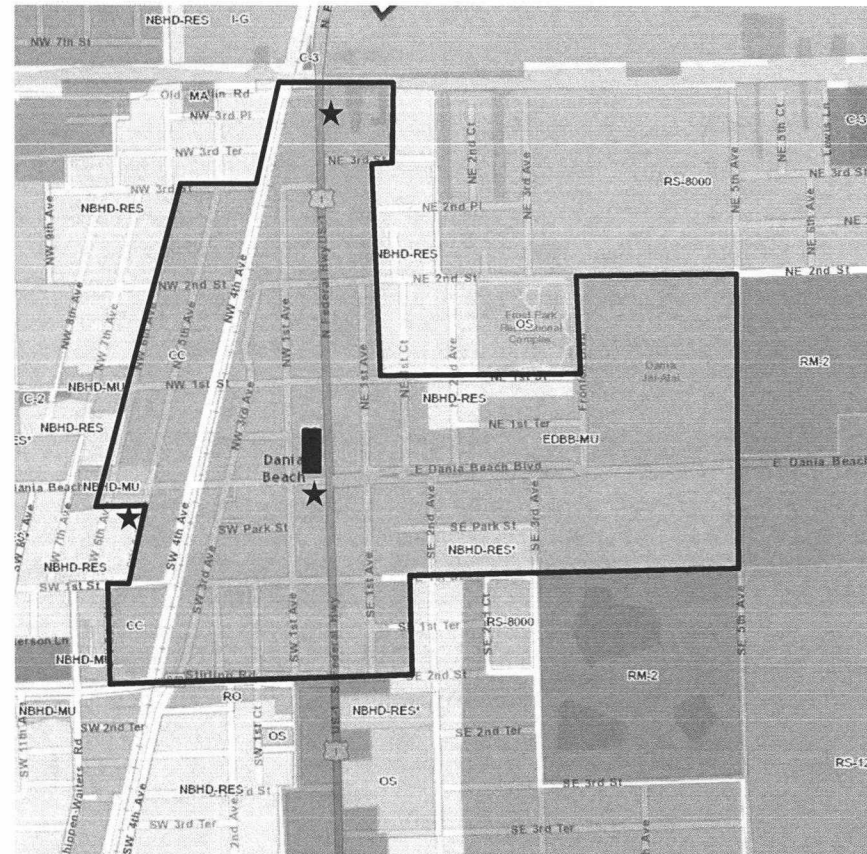
- City Center
- East Dania Beach Blvd. – MU
- Areas immediately adjacent
- Sign regulations

NW 1st Street Improvements

- Pedestrian/walkability
- On street and shared parking
- Street Furniture detail and requirements

Property Owner Inclusion

- Roundtable, survey's, meetings
- Demonstration project 1, 5, & 11 N. Federal Highway



Neighborhoods

FEC Pedestrian Crossings

- WDBB and NW 1st Street
- Costing with FEC

Chester Byrd Park (Feb. 4, 2017)

- Grand re-opening event
- Walking clubs/fitness class
- Public Art

Safe Routes to Schools (3/17)

- Collins Elementary Crosswalks
- Collins Elementary Bus Loop
- SW 12th Avenue (CDBG)

Health Hubs (NW and SW)

- Diabetes Prevention/Mgmt.
- Walking Clubs



The PATCH

Priorities

- Focus on more Community involvement
- Expanded market hours with Community events
- Operational and funding alternatives
- Expanded Community Garden
- Special Events (Neighborhood Nights – November 11)
- Apprenticeship Program – Funded through BHRPC
- Continued awareness campaigns for SNAP/EBT discounts



Arts and Seafood Celebration (5th Anniversary) April 8-9, 2017

Priorities

- Redesigned Site Layout
- VIP Area separate from Volunteer/Artist hospitality
- Continued partnership with Casino (parking and entertainment)



Business Attraction Marketing

Developing measurable Economic Development Strategies for 2016/17

- Banker/Broker Event (ICSC) follow up
- Targeted public relations campaign
- Asset/Property inventory



dania beach
Opportunity Innovation Growth

Natural Beauty & Pleasing Aesthetics

Rich in Arts, Culture & Social Offerings

Diverse Business Climate & Expedited Permitting

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

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DANIA BEACH
Official City Economic Development Authority

Upcoming Events



*** DANIA BEACH'S *** URBAN FARM & MARKET

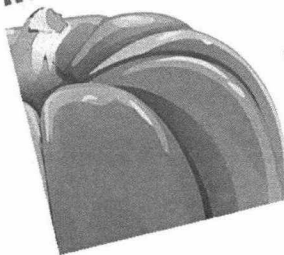
SINCE 2009

FALL PUMPKIN PATCH
★ Saturday October 15th ★

FREE
EVENT

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

**PUMP IT UP
AT THE PATCH!**



Activities will include:
A Pumpkin Patch
Pumpkin Themed Arts & Crafts
Pumpkin bowling
Music
FREE Lunch to Children
\$5.00 BBQ Plate for Adults
PATCH market (EBT 50% off)
Samples

FOR WEEKLY UPDATES & MORE INFO
WWW.THEPATCHGARDEN.COM
DANIA BEACH CRA 954-924-6801
PATCH@CI.DANIA-BEACH.FL.US
FACEBOOK.COM/PATCHGARDEN



Broward MPO
Metropolitan Planning Organization

LET'S GO
WALKING

Join us as we walk through and highlight the many
assets and opportunities that Dania Beach has to
annual Let's Go Walking! event.

When
Saturday, October 15, 2016
Starting at 9:30 a.m.*
*Additional details to follow

Where
Frost Park Community Center
300 NE
Dania Beach

INTRODUCING...
**NEIGHBORHOOD
NIGHTS**

FRIDAY NOVEMBER 11
5pm - 9pm

**BLOCK
PARTY**

FREE EVENT!

FOOD
GAMES
MOVIES
MUSIC
ART

Market Open:
50% off
Florida-grown
produce with
EBT card

PATCH ACCEPTS EBT/SNAP
VISA-MASTERCARD & CASH

Located at the PATCH Urban Farm & Market
1201 West Dania Beach Blvd., Dania Beach, FL

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Commercial Improvement Grant Program

FY 2016/17 recommended funding \$70,000

(total \$100k < \$30K downtown demonstration project)

Program Changes

- ✓ Maximum grant limited by size of property (\$10K for 60ft. or less);
- ✓ Required match increased from 20% to 30%;
- ✓ Requires more comprehensive scope of work;
- ✓ Applicants who have already received grants may not reapply for a period of 5 years;
- ✓ Improvements are limited to exterior; Merchant Assistance Program temporarily suspended;
- ✓ Program expires at end of Fiscal Year or when there are no more funds available. May be reauthorized annually.