

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, AUGUST 27, 2019 - 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. Administrative Report Memo

4. PRESENTATIONS

- 1. Florida Festivals and Events Association Sunsational Awards
- 2. Proposed Budget Fiscal Year 2020 - Executive Director Williams

5. CONSENT AGENDA

- 1. Minutes: None
- 2. Travel Requests: None

3. RESOLUTION NO. 2019-CRA-015

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”), AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF AGRICULTURE (“USDA”) AGRICULTURAL MARKETING SERVICES (“AMS”) GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM (“FMPP”) IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND THREE HUNDRED THIRTY FIVE DOLLARS (\$10,335.00) RESPECTIVELY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4. RESOLUTION NO. 2019-CRA-016

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 A ONE (1) YEAR RENEWAL OF THE EXISTING AGREEMENT WITH ATLANTIC STUDIOS INC. FOR PRODUCTION SERVICES FOR THE 2019-2020 DANIA AFTER DARK EVENT IN AN AMOUNT NOT TO EXCEED SIXTY NINE THOUSAND SIX HUNDRED DOLLARS (\$69,600.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

1. RESOLUTION NO. 2019-CRA-017

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 AWARD A BID RELATED TO REQUEST FOR PROPOSALS (RFP NO. CRA-19-001) TO FLORIDA CDI, LLC/CHRISTMAS DESIGNERS FOR 2019 HOLIDAY LIGHTING AND DECORATIONS; AUTHORIZING THE PROPER CRA OFFICIALS TO NEGOTIATE AN AGREEMENT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7. DISCUSSION AND POSSIBLE ACTION

1. 115th Birthday Celebration at Dania After Dark: Proposed Budget

2. RESOLUTION NO. 2019-CRA-018

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 AMENDMENT OF AN EMPLOYMENT AGREEMENT WITH RICKELLE WILLIAMS TO PROVIDE SERVICES AS EXECUTIVE DIRECTOR TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

To: Chair, Vice Chair and Board of Directors
From: Rickelle Williams, Executive Director
Date: August 27, 2019
Re: Administrative Report Memo – CRA Project Information

In lieu of the traditional administrative report, I am providing for your review a list of projects, programs and initiatives that the CRA has been actively working on and producing since November 2017. The projects, programs, initiatives and activities below reflect the CRA's commitment to enhancing, revitalizing and promoting the Redevelopment Area. The majority of these projects/programs are not routine in nature and require a high level of strategic planning, analytical thinking, administration, coordination, resource identification and budget, risk, personnel and contract management. The dedicated staff of the CRA has performed with immense flexibility and excellence to attain desirable results and meet the expectations of the CRA Board and reflect the growth and revitalization of the Redevelopment Area. All efforts serve to benefit the City of Dania Beach as a whole. Please note that the CRA previously operated with staff support from Redevelopment Management Associates (RMA) under a consulting agreement which was terminated by the CRA Board in February 2018.

	Projects, Programs, Initiatives	Inherited at start of employment – November 2017	Continued or initiated since start of employment – November 2017 to present	Upcoming and ongoing Projects for FY2019-2020	Status
1	Commercial Property Improvement Grant Program with focus on US1 Corridor	X -Collins Market -Rainbow Realty	X -Associates MD -Alex's Plaza 1 -Alex's Plaza 2	X -Associates MD -Alex's Plaza 1 -Alex's Plaza 2	2 Completed; 3 Ongoing
2	Arts and Seafood Celebration	X	X	X Wrestling element to be added	Ongoing and recurring – planning in progress for Spring 2020
3	Neighborhood Ambassador Events	X	X		Suspended – to be reworked in light of many recent grand openings
4	Merchant Meetings	X	X	X	To resume for Super Bowl activation of local businesses
5	Annual Business Luncheon	X	X	X	Ongoing and recurring – Winter 2020
6	Business development, attraction and retention including company visits and calls, potential land use letters to current and potential property owners, working with the Greater Fort	X	X	X	Ongoing

	Lauderdale Alliance on business incentives.				
7	Small Business Bootcamp			X	To be planned and executed in FY2020
8	Guide to Doing Business/Map			X	To be planned and executed in FY2020 in coordination with the Chamber of Commerce
9	Grand re-openings and grand openings - various	X	X	X	Ongoing
10	PATCH Urban Farm and Garden -3 rd Saturday events -2 nd Saturday workshops	X	X	X	Ongoing and recurring
11	PATCH USDA Grant Mobile Market	X Grant Award	X Grant administration began	X	Ongoing and recurring
12	PATCH Frederick A. Deluca Grant		X Grant application, award and administration	X	Ongoing and recurring
13	Liaison to Creative arts Council Advisory Board	X	X	X	Ongoing and recurring
14	Signal Box Project (2)		X	X	1 completed; 1 in FDOT permitting
15	Atrium Gallery support and coordination	X	X	X	Ongoing and recurring
16	TAP Grant – Multimodal Enhancement	X	X	X	Bid Awarded in June 2019; Notice to Proceed to be issued
17	Streetscape Plan for NW 1st Street – MPO Grant	X	X	X	Included on MPO funding list for upcoming projects
18	Dania After Dark monthly event		X	X	Ongoing and recurring
19	Dania After Dark 115 th Birthday enhancement		X	X	Budget identified; planning in progress
20	Dania After Dark: Touchdown Dania Beach Super Bowl – joint stakeholder event marketing with Casino, Dania Pointe and Chamber		X	X	Planning in progress
21	Art in the Hall event support and coordination		X	X	Ongoing and recurring

22	Incorporation of PRIDE at events (DAD, Tree lighting ceremony and special event sponsorship)		X	X	Planning in progress
23	City Center Redevelopment Project (engaged FIU, charrette and action plan, developer focus group, property appraisal and survey, engage Colliers, space plan, write and advertise RFP, evaluate proposals, bid award recommendation)	Previous attempts stalled and/or failed.	Restarted the project with new strategy.	X	Ongoing – RFP process completed; 3 viable proposals received; recommendation for award to negotiate 8/27/19; negotiations upcoming pending City commission approval
24	West Dania Beach Railway Approach Project		X		Suspended in light of City Center project proposals and potential site plan
25	Work with City staff to approach Virgin/Brightline regarding Coastal Link commuter stop at West Dania Beach Blvd.		X Reached out to City staff	X	Strategy meeting to be scheduled
26	Broward County Loan/Grant Conversion: Parking Garage	X	X \$2.8M forgiven	X \$2.5M remaining	Request submitted to County
27	Broward Redevelopment Program Grant: Trion	X Application submitted	X Oral presentation and award	X	Developer to submit revised construction docs for permitting; MOU with CRA/County to follow
28	At Home Dania Beach: Residential Beautification Grant		X	X	Ongoing; several homes completed
29	At Home Dania Beach: Affordable Housing Development		X	X	Permitted; developer agreement; parcels conveyed; site work in progress
30	At Home Dania Beach: Homebuyer Education		X	X	Completed first round; additional classes to be offered for future projects
31	Smith Store Market Rate Single Family Housing Development		X	X	Properties conveyed to CRA; Design and permitting in FY2020
32	Phippen Waiters Properties – 5 parcels		X	X	Properties conveyed to CRA; Direction to be discussed and determined with CRA Board for FY2020
33	Rebranding – Develop an Implementation plan for adoption		X		Completed

34	Rebranding – Internal Collateral (City Seal in Commission Chambers, envelopes, letterhead, department memo templates, business cards, flags, Commissioner and staff apparel, banners at City Hall, name tags, lapel pins, giveaways, inflatable sports tunnel, fleet vehicle/equipment decals, mugs, pitcher and glasses, City forms and flyers)		X		Completed
35	Rebranding – Water Tank Painting		X		Completed
36	Rebranding – Signage Replacement (facility interior/ exterior)		X	X	60% Completed
37	Rebranding – Signage Replacement (parks, neighborhood, entranceway signs)		X	X	In FDOT or local permitting; partially fabricated
38	CDBG/Rebranding – Wayfinding Signage		X	X	Public hearing; Agreement with County to follow in October 2019
39	Rebranding – Marketing, Advertising and Public Relations		X	X	70% Completed - Ongoing
40	Rebranding – Winterfest -Junior Captain Program -Family Fun Day marketing -Grandstand marketing		X	X	Held initial signage design planning meeting with Winterfest and Dania Pointe for logo placement on boat
41	Art of Community Grant Project		X	X	Fabrication in progress
42	City Hall Holiday Lighting	X	X	X	Ongoing
43	Expanded Holiday Lighting		X	X	RFP process completed; bid award to CRA Board
44	Promote, encourage and support bike sharing at locations in the Redevelopment Area		X	X	Preliminary meetings have been conducted with a property owner; follow-up required with vendor and an additional property owner
45	Garage Mural Project		X	X	Call to artists completed in coordination with CACAB; workshop scheduled

46	Decorative Crosswalk Project at US1 and Dania Beach Blvd.			X	RFP is being drafted
47	Marketing at International Council of Shopping Centers (ICSC) in Orlando	X	X	X	Promoting opportunity zones in CRA - 8/2019
48	General CRA Marketing: Facebook, Instagram, 3 websites, newsletter, press releases, advertising buys, marketing at Vintage Motorcycle Show, Mayor's Breakfast and Dana Beach Hurricane Expo.	X	X	X	Ongoing and recurring
49	Realtors Association Panel Discussion and Breakfast Event at the Morrison		X		Completed
50	Housing Forum coordination in collaboration with Board member Harris and Josh Gaboton		X		Completed
51	Fort Lauderdale International Film Festival in Dania Beach		X	X	Work with Casino at Dania Beach to determine if this is feasible for FY2020
52	MLK Parade/event planning and support		X	X	Ongoing and recurring
53	Westlawn Cemetery Dedication event planning and support		X		Coordinating with Public Services
	Projects, Programs, Initiatives	Inherited at start of employment – November 2017	Continued or initiated since start of employment – November 2017 to present	Upcoming and Ongoing Projects FY2019-2020	
	Total Projects	19	50	45	
	Percent Increase in projects from November 2017		163.16%	136.84%	
	CRA Total Staffing Level	5.5 FTE = 4 Fulltime + 3 Part Time w/all part time staff at the PATCH	6 FTE = 4 Fulltime & 4 Part Time w/3 part time staff at the PATCH	6 FTE = 4 Fulltime + 4 Part Time w/3 part time staff at the PATCH	
	Percent Increase in CRA Staffing Level from November 2017		9.09%	9.09%	

Memorandum

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: August 27, 2019
Re: **2019 Florida Festivals and Events Association (FFEA) Annual Awards**

Redevelopment Plan (Adopted 2015):

Goal #5 – To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives – p. 4

Background

This year the Florida Festivals and Events Association (FFEA) is celebrating its 25th Anniversary. FFEA is a not-for-profit association dedicated to supporting and promoting more than 3,500 festivals, events, and fairs in the state of Florida through education, networking, and dissemination of information and the cultivation of high standards. Each year FFEA recognizes the achievements of statewide festivals through its SUNSational Awards which are presented at the Association's Annual Conference.

Since its inception in 2013, the Dania Beach Arts and Seafood Celebration has applied for and won over 29 FFEA awards. Our event has been consistent with its creative marketing messaging as it pursues its goal to showcase the City of Dania Beach.

Current Situation

After the 2019 Arts and Seafood Celebration, the CRA applied for the following awards in the \$50,000 - \$249,999 budget category:

- Promotional Mailer
- Promotional Poster
- Commemorative Poster
- Program/Event Guide
- Tickets
- T-Shirt

On July 5, 2019, the CRA was advised that one or more of our entries won a Sunsational Award. The awards were announced and presented on Wednesday, August 21, 2019 at the Naples Grande Beach Resort during the FFEA Annual Conference.



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY
**PROPOSED
BUDGET**
FY 2020

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BOARD MEMBERS & STAFF

COMMUNITY REDEVELOPMENT AGENCY

FY 2020



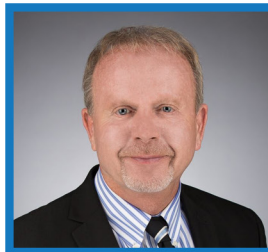
CHAIR
LORI LEWELLEN



VICE CHAIR
LAUREN ODMAN



BOARD MEMBER
CHICKIE BRANDIMARTE



BOARD MEMBER
BILL HARRIS



BOARD MEMBER
TAMARA JAMES

EXECUTIVE DIRECTOR
RICKELLE WILLAMS

CRA TREASURER
NICKI SATTERFIELD

CRA MANAGER
KATHLEEN WEEKES

BUDGET MESSAGE

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

Executive Director's Budget Message: Fiscal Year 2019-2020

August 27, 2019

Chair Lori Lewellen
Vice-Chair Lauren Odman
Board Member Chickie Brandimarte
Board Member Bill Harris
Board Member Tamara James

Dear Chair, Vice-Chair and Board of Directors of the Dania Beach Community Redevelopment Agency:

In accordance with Florida Statutes Chapter 189.016, the governing body of the Dania Beach Community Redevelopment Agency (CRA), operating as a special district, shall adopt a budget by resolution each fiscal year. As such, I am pleased to present for your consideration the Executive Director's Annual Budget Proposal for the Fiscal Year commencing October 1, 2019. The recommended budget is a reflection of the priorities and policies set by the CRA Board of Directors within the guidelines of the adopted Redevelopment Plan. The budget proposal herein outlines the resources needed to strategically approach eliminating slum and blight, improving quality of life, marketing and rebranding the City, promoting investment and increasing the tax base in the redevelopment area.

The combined proposed budget for Funds 106 and 112 for Fiscal Year 2020 totals \$2,493,622.58 including operations, transfers, and re-appropriations. About 45 percent of the proposed revenue stems from contributions from the City of Dania Beach General Fund. The City Manager has proposed \$1,137,098 in General Fund contributions, reflecting a 15.35 percent decrease over the FY2019 actual contribution of \$1,343,307. The General Fund contribution is itemized as follows: \$880,000 in operating resources, \$247,098 for the administrative cost allocation back to the City, and \$10,000 for the Arts and Seafood Celebration. Other revenue sources include interest earnings, Arts and Seafood Celebration and At Home Dania Beach program revenue. The remaining revenue sources are re-appropriations of CRA appropriated fund balance including \$250,000 in Debt Service transferred in 2018.

The proposed budget shows Fund 112 as fully funded at \$182,336 and Fund 106 partially funded at \$2,311,285.69 for a total budget request of \$2,493,622.58 for FY2019-2020. In order to fully cover expenses for Fund 106, the CRA would require an additional contribution of \$440,688.58, bringing the total contribution from the City of Dania Beach to \$1,577,786.58.

The budget reflects a variety of ongoing and new projects, programs and initiatives related to housing development, commercial and residential grants, public art, business retention and attraction, workforce development, marketing, promotions and training. Many of the new projects and programs proposed are based on specific policy direction from the CRA Board.

BUDGET MESSAGE

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

Mission

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

Redevelopment Goals: 2015 Adopted CRA Plan

1. Enhance and Reinforce the CRA Sub Areas
2. Eliminate Substandard Housing and Provide Affordable Housing
3. Redevelop the CRA in a manner that is Energy Efficient and Sustainable
4. Attract Targeted New Industries and Retain and Expand Core Industries
5. Enhance Redevelopment Activities through an Active Marketing Strategy the Supports Redevelopment Initiatives

Current Year 2018-2019 Accomplishments

During the current 2018-2019 Fiscal Year, the Dania Beach Community Redevelopment Agency (CRA) has had several accomplishments including:

1. City Center Redevelopment Public-Private-Partnership (P3) project:
 - Adopted Action Plan
 - Engaged professional real estate brokerage firm: Colliers International South Florida
 - Wrote, issued and advertised Request for Proposals (RFP)
 - Completed RFP process with responses from three (3) viable developers (local, national & international)
2. Conducted business attraction and retention by corresponding with fifteen (15) potential developers or future Dania Beach business owners and thirty-three (33) existing Dania Beach business owners.
3. Worked with the Greater Fort Lauderdale Alliance, Broward County and Enterprise Florida to collaborate on an incentive package to attract a major airline to relocate and build their headquarters, operations, simulation center and corporate housing in the Dania Beach Community Redevelopment Area for a future estimated of capital investment of \$173,420,000.
4. Awarded Broward Redevelopment Program \$1 million grant award for Trion Project
5. Marketed the Commercial Property Improvement Grant program generating three (3) grant awards to Associates MD, Alex's Flamingo Plaza 1 and Alex's Flamingo Plaza 2.
6. Produced 7th Annual Arts and Seafood Celebration with 60 percent increase in revenue and 40 percent decrease in net operating costs as compared to the 5th annual event in 2017. Won six (6) Florida Festival and Events Association awards.
7. Managed eleven (11) successful installments of Dania After Dark art walk and street festival drawing approximately 2,000- 3,000 people to downtown Dania Beach.

BUDGET MESSAGE

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

8. Supported twelve (12) successful installments of Art in the Hall in coordination with the Creative Arts Council Advisory Board.
9. Completion of a signal box public art project on J.A. Ely Boulevard in collaboration with the Creative Arts Council Advisory Board.
10. Hosted annual Business Luncheon at the American Maritime Officers Star Center with marine industry panel discussion.
11. Started PATCH mobile market and awarded \$59,500 grant from the Frederic A. Deluca Foundation to support the mobile market.
12. Assisted with coordination of Housing Forum with local and regional stakeholders.
13. At Home Dania Beach Program:
 - Residential Beautification Grants – partnered with Rebuilding Broward County to complete exterior painting and landscaping for over twenty (20) homes to date.
 - Affordable Housing Development – Completed architectural plans and have approved permits for all six (6) homes in pilot program. Parcels have been conveyed to development partner and site work is underway.
 - Homebuyer Education Course – implemented first Dania Beach-sponsored homebuyer education and training course series.
14. Rebranding Initiative:
 - Legal: Received trademark of the City of Dania Beach logo
 - Advertising: developed media campaign and completed advertising on buses, billboards, bus shelters, in magazines, newspapers and on social media.
 - Public relations: garnered earned media on television and in newspapers.
 - Signage: completed installation of exterior signage at Public Services building and perimeter, Water Treatment Plant, water tank, SW Community Center, and City Hall parking areas. Completed installation of majority of interior signage at City Hall and the library.
15. Marketed the City and Redevelopment Area at International Council of Shopping Centers (ICSC) in Orlando, FL.
16. Provided exterior holiday lighting and decorations at City Hall.

Ongoing and Proposed Projects FY 2019-2020

The CRA anticipates the continuation of existing and start of new projects and programs in the new fiscal year. These include:

1. City Center Redevelopment Public-Private-Partnership (P3) project: Negotiate developer agreement.
2. Monitor and track Commercial Property Improvement Grant program projects by Associates MD, Alex's Flamingo Plaza 1 and Alex's Flamingo Plaza 2.
3. Continued outreach and interactions with businesses, developers and investors.
4. Host annual Business Luncheon.
5. Develop or support a small business boot camp training program targeting City businesses and workers.

BUDGET MESSAGE

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

6. Develop Guide to Doing Business and coordinate with Chamber of Commerce to produce a map.
7. Signal box public art project on Federal Highway and NW 1st Street.
8. Complete Art of Community grant project funded by the Community Foundation of Broward.
9. Manage garage mural public art project.
10. Expand holiday lighting to Federal Highway and Dania Beach Boulevard.
11. Initiate plans for the Decorative Crosswalk project.
12. Completion of Redevelopment Area Multimodal Enhancement funded through the FDOT TAP Grant.
13. Promote, support and facilitate the addition of bike sharing stations at Dania Pointe and the Casino at Dania Beach.
14. Rebranding Initiative:
 - Signage: installation of entranceway, neighborhood, park and exterior facility signs.
 - Advertising: participation at Winterfest Boat Parade, targeted digital campaign, additional media buys, social media and search optimization support
 - Public Relations: coordinate and support internal stakeholder brand training
 - Wayfinding Signs through the Community Development Block Grant (CDBG) project
15. Continue PATCH urban farm and garden workshops, events and mobile market throughout Broward County (administration of USDA and Deluca Foundation grants).
16. Production of the 8th Annual Arts and Seafood Celebration.
17. Dania After Dark and Art in the Hall– continuation of the monthly events to include 115th Birthday celebration during the November installation.
18. Touchdown Dania Beach joint marketing and event collaboration for the upcoming Super Bowl to include the Casino at Dania Beach, Dania Pointe and the Chamber of Commerce with activation of local businesses.
19. Incorporation of PRIDE at events including Dania After Dark, tree lighting ceremony and special event sponsorship.
20. Assist with planning and coordination of Martin Luther King Jr. Day parade and events.
21. Remaining loan-to-grant conversion in the amount of \$2,590,909 for Broward County Redevelopment Capital Program based on new Redevelopment Area projects.
22. Interlocal Agreement with Broward County for the Broward Redevelopment Program grant for the Trion project.
23. At Home Dania Beach Program:
 - Residential Beautification Grants – continue to implement Residential Beautification grants.
 - Affordable Housing Development – complete development of six (6) homes and provide down payment assistance to eligible buyers with funding support from Steller Communities.
 - Homebuyer Education Course – implement additional course series for upcoming projects.
24. Smith Store market-rate single-family housing project – complete architectural plans, permitting and facilitate development .
25. Phippen Waiters properties – complete architectural plans and permitting.

BUDGET MESSAGE

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

Notable Budget Items

There are several notable budget items that reflect the directives of the CRA Board over the past year. These include the following:

Continuation of Existing Programs and Obligations

Debt Service (if needed for Broward County)	\$ 250,000	
Administrative Cost Allocation	\$ 247,098	
Architectural Services	\$ 48,000	
Arts and Seafood Celebration	\$ 150,000	
Commercial Property Improvement Grants	\$ 60,000	
Residential Beautification Grants	\$ 80,000	
Dania After Dark	\$ 75,000	
Down-Payment/Closing Cost Assistance	\$ 120,000	(\$82k from Stellar Communities)
Home Buyer Education Courses	\$ 12,000	
Vintage Motorcycle Show Sponsorship	\$ 5,000	

New Programs and Initiatives

Winterfest Sponsorship	\$ 10,000	
Small Business Training Bootcamp	\$ 6,000	
Guide to Doing Business	\$ 6,000	
Personnel: 1 part time staff 20 hours to 28 hours	\$ 7,375	
Expanded Holiday Lighting	\$ 46,000	
CRA Board Travel and Training	\$ 22,300	(estimated; \$30,000 approved)
Pride Events and Sponsorship	\$ 11,500	
Bike Sharing (2 locations)	\$ 20,000	
Wrestling Enhancement at Arts & Seafood Celebration	\$ 10,000	
115th Birthday at Dania After Dark	\$ 10,000	
Super Bowl Event at Dania After Dark	\$ 20,000	
Garage Mural Project	\$ 30,000	
Decorative Crosswalk Project	\$ 45,000	
FTL International Film Festival	\$ 5,000	

In summary, the CRA is ready to take on the challenge of accomplishing many redevelopment goals as outlined in the adopted CRA Plan. The Proposed Budget acknowledges the objectives of the CRA Board of Directors while reflecting the growth of the Redevelopment Area. I am thankful to CRA Board members, CRA staff, CRA Treasurer Nicki Satterfield and City of Dania Beach City Manager Ana Garcia for efforts to develop a budget that meets the needs of the community we serve.

Respectfully submitted,

Rickelle Williams
Executive Director

PROGRAM MODIFICATION

COMMUNITY REDEVELOPMENT AGENCY

FY 2020

Department Information:

Department: 5201 CRA
Fund 1: CRA % 100
Fund 2: %

Total Impact

\$ 7,375

Detailed Description of Operations/Level of Service Being Affected
Request:

The CRA Executive Director is requesting a modification to the classification of the existing Administrative Specialist I position from Part-time Pension-only to Part-time Regular. The Administrative Specialist I position is currently classified as Part-time Pension-only which allows for twenty (20) hours per week and participation in the Florida Retirement System. If granted, this program modification would change the classification to Part-time Regular allowing for up to twenty-eight (28) hours per week, accrual of leave time and the ability to earn holiday pay.

Background:

In FY 2017-2018, the CRA Board authorized the Administrative Specialist I position at the request of the CRA Executive Director. This request was as a result of the CRA ending the consulting services contract with Redevelopment Management Associates (RMA). The Administrative Specialist I performs budget and accounts payable functions for the department including invoice payment, quote solicitation, budget transfers and purchase orders. The person in this position also prepares and processes payroll, maintains records and the filing system, responds to inquiries and interacts with customers. The current rate of pay for this position is \$15.60 per hour. The requested reclassification will not impact the rate of pay.

Current Situation:

On November 1, 2018, the Finance Department implemented new requirements related to procurement card reconciliation. As procurement card reconciliation is a major function of the Administrative Specialist I position, this added additional administrative workload for completion during the same time period. In addition, in FY 2018 and FY 2019, the CRA has developed new programs and initiatives that have increased the administrative functions of the organization.

Personnel:

Description of Personnel Change: Reclassify existing Administrative Specialist I position from Part-time Pension-only to Part-time Regular

Salary	FICA	Medicare	Pension	Insurance	W/Comp	Salary Total
\$ 6,490	\$ 402	\$ 94	\$ -	\$ -	\$ 389	\$ 7,375

Expenditure:

Line Item	Description of Request	Cost
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
Total:		\$ -

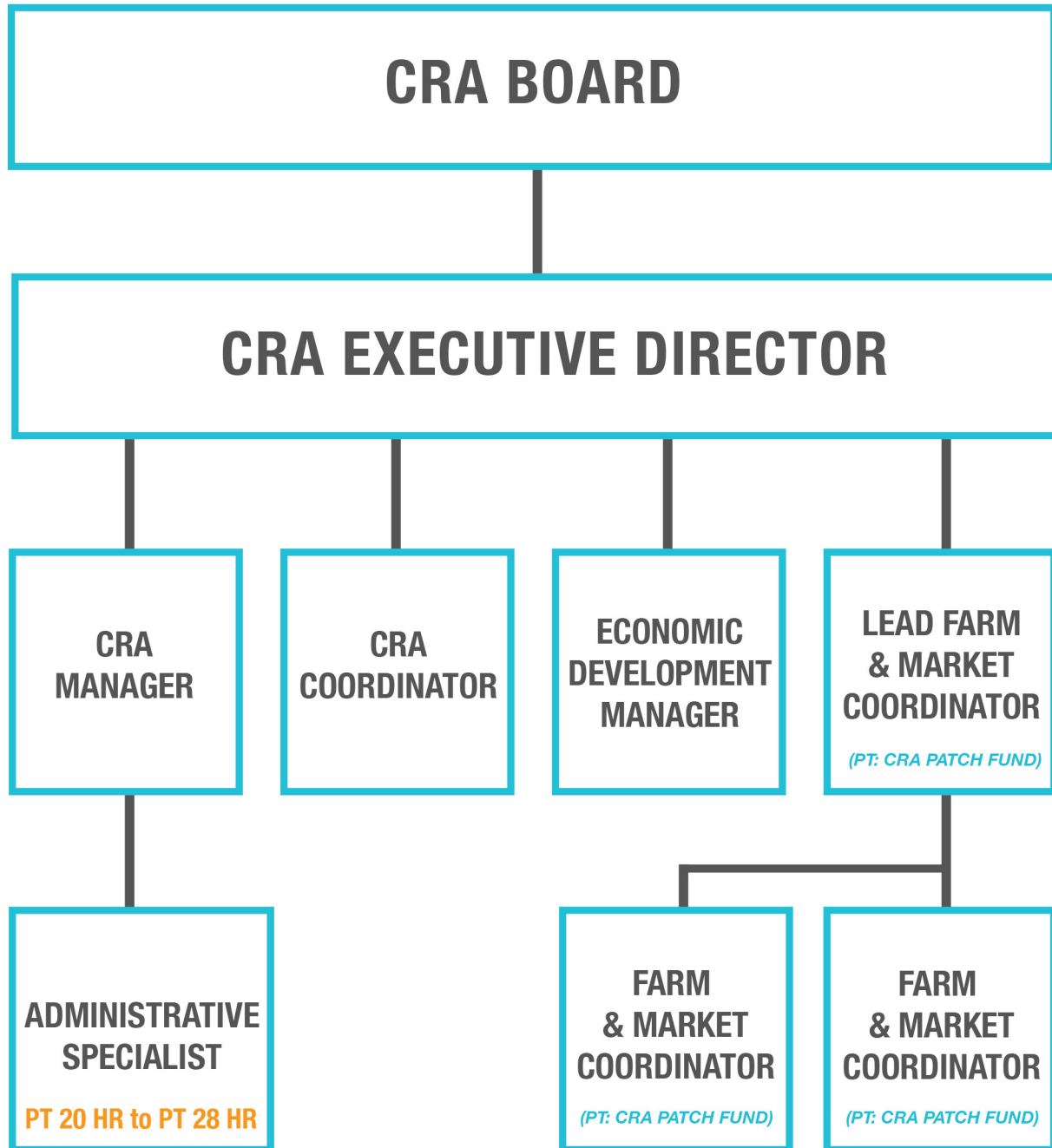
Revenue:

Line Item	Description of Funding	Amount
		\$ -
		\$ -
		\$ -
		\$ -
		\$ -
Total:		\$ -

ORGANIZATIONAL CHART

COMMUNITY REDEVELOPMENT AGENCY

FY 2020



FY19 FTE=6
FY20 FTE=6

BUDGET HISTORY

HISTORICAL BUDGETS/ACTUALS

FY 2020



COMMUNITY REVELOPMENT AGENCY FUND 106

	Executive Director Proposal FY 2020	Amended Budget FY 2019	Actuals FY 2018	Actuals FY 2017
REVENUE				
Department 00 - Revenues				
361-10-01 Interest and Other Earnings Interest Operating Interest	\$ 16,500.00	\$ 10,300.00	\$ 10,771.00	\$ 19,031.88
369-90-00 Miscellaneous Revenues Miscellaneous Seafood Festival	125,000.00	75,000.00	62,295.31	58,903.66
369-90-01 Miscellaneous Revenues Miscellaneous All	142,000.00	100,000.00	1,188.50	100.00
369-90-06 Miscellaneous Revenues Miscellaneous Community Foundation Grant	-	-	32,000.00	-
381-00-01 Other Sources: Non-Operating Transfer from General Fund	1,137,098.00	1,343,307.00	1,364,331.00	1,169,170.00
389-90-01 Other Sources: Non-Operating Re-Appropriations Appropriated Fund Balance	450,000.00	639,870.00	-	-
389-90-14 Other Sources: Non-Operating Re-Appropriations Transportation Impact Fees	-	50,620.00	-	-
TOTAL REVENUE	\$ 1,870,598.00	\$ 2,219,097.00	\$ 1,470,585.81	\$ 1,247,205.54
EXPENSE				
Department 52 - CRA				
12-10 Salaries and Wages Full-Time	\$ 323,622.40	319,582.00	262,754.18	184,119.34
12-11 Salaries and Wages Part-Time (FRS Eligible)	25,953.96	16,287.00	11,542.00	614.59
12-13 Salaries and Wages Expense Allowance	6,000.02	6,001.00	5,225.30	-
12-14 Salaries and Wages Cell Phone Stipend	959.92	960.00	899.27	481.28
14-10 Overtime Regular	4,000.00	4,500.00	547.93	4,920.64
15-15 Special Pay Accrued Leave Buyback	1,929.64	1,441.00	17,928.56	354.20
21-10 FICA Taxes	22,528.79	21,552.00	17,168.97	11,011.32
21-20 FICA Medicare	5,268.82	5,041.00	4,015.32	2,575.25
22-20 Retirement Contributions FRS Pension	49,989.38	46,337.00	37,494.21	12,522.29
22-30 Retirement Contributions Deferred Compensation Match	5,950.61	5,878.00	4,537.95	7,755.39
23-10 Life and Health Insurance Insurance	71,605.56	76,170.00	54,622.08	47,352.05
24-10 Workers' Compensation Premium	384.59	840.00	582.68	1,434.93
31-10 Prof. Services General	286,601.00	214,900.00	137,001.18	324,985.40
31-20 Prof. Services Legal	35,000.00	50,000.00	3,784.00	12,793.02
31-41 Prof. Services CRA - Marketing/PR	48,050.00	45,650.00	21,945.65	14,202.36
31-42 Prof. Services CRA - Redevelopment Initiatives	513,250.00	281,750.00	28,002.79	74,433.53
34-10 Contractual Services General	30,000.00	-	-	10,358.00
40-10 Travel and Per Diem Training and Per Diem	35,400.00	18,000.00	14,903.57	8,681.89
41-10 Communications Services Telephone	2,000.00	2,000.00	853.85	1,514.55
42-10 Freight & Postage Services Freight & Postage	4,000.00	2,000.00	195.87	753.72
46-30 Repair & Maint. Services Vehicles	1,800.00	-	-	-
47-10 Printing and Binding General	2,000.00	4,000.00	16.98	547.95
48-10 Promotional Activities General	25,742.00	18,300.00	36,872.76	8,471.82
48-14 Promotional Activities Seafood Festival	160,000.00	169,000.00	125,378.90	179,201.91
48-16 Promotional Activities Community Foundation Grant	-	47,000.00	5,000.00	-
49-20 Other Current Charges/Obligations Legal & Display Advertising	2,860.00	1,360.00	348.50	348.50
51-10 Office Supplies General	4,000.00	5,740.00	6,751.00	2,360.41
52-10 Operating Supplies Gasoline and Diesel Fuel	1,500.00	-	-	-
52-20 Operating Supplies Miscellaneous	1,450.00	6,300.00	951.13	1,181.35
52-30 Operating Supplies Software	600.00	830.00	-	-
54-10 Books/Publications, Memberships, Subscriptions Books & Subscriptions	6,715.00	5,240.00	500.00	-
54-20 Books/Publications, Memberships, Subscriptions Memberships	5,690.00	5,040.00	5,000.00	5,294.53
63-41 Infrastructure CRA Streetscape Enhancements	-	143,000.00	-	6,620.70
63-42 Infrastructure CRA Landscaping Enhancements	2,000.00	-	-	-
63-43 Infrastructure CRA Parks Improvements	-	-	-	1,364.36
64-20 M&E Vehicles	-	32,000.00	-	-
71-10 Debt Service Principal All Other Principal	250,000.00	250,000.00	-	-
91-00 Intragovernmental Transfers Out General Fund	247,098.00	233,080.00	224,331.00	279,170.00
91-11 Intragovernmental Transfers Out CRA Community Gardens PATCH	102,336.00	154,318.00	55,000.00	120,000.00
99-80 Other Uses Reserve for CRA	25,000.00	25,000.00	-	-
TOTAL EXPENSE	\$ 2,311,285.69	\$ 2,219,097.00	\$ 1,084,155.63	\$ 1,325,425.28
Fund 106 - Community Redevelopment Agency Totals				
REVENUE	\$ 1,870,598.00	\$ 2,219,097.00	\$ 1,470,585.81	\$ 1,247,205.54
EXPENSE	\$ 2,311,285.69	\$ 2,219,097.00	\$ 1,084,155.63	\$ 1,325,425.28
SURPLUS/(DEFICIT)	\$ (440,687.69)	\$ -	\$ 386,430.18	\$ (78,219.74)

BUDGET HISTORY

HISTORICAL BUDGETS/ACTUALS

FY 2020


CRA COMMUNITY GARDENS PATCH FUND 112

	Executive Director Proposal FY 2020	Amended Budget FY 2019	Actuals FY 2018	Actuals FY 2017
REVENUE				
Department 00 - Revenues				
369-90-01 Miscellaneous Revenues Miscellaneous All	\$ -	\$ -	\$ 28,111.04	\$ 14,600.00
369-90-03 Miscellaneous Revenues Miscellaneous Florida Organic Growers	-	-	-	3,653.45
369-90-05 Miscellaneous Revenues Miscellaneous Community Garden Patch Sales	25,000.00	25,000.00	19,672.17	17,858.06
369-90-07 Miscellaneous Revenues Miscellaneous DeLuca Grant	-	59,500.00	-	-
381-01-06 Other Sources: Non-Operating Transfer from CRA	102,336.00	154,318.00	55,000.00	120,000.00
389-90-01 Other Sources: Non-Operating Re-Appropriations Appropriated Fund Balance	55,000.00	20,200.00	-	-
389-90-17 Other Sources: Non-Operating Re-Appropriations USDA Grant	-	187,621.00	-	-
TOTAL REVENUE	\$ 182,336.00	\$ 446,639.00	\$ 102,783.21	\$ 156,111.51
EXPENSE				
Department 52 - CRA				
12-11 Salaries and Wages Part-Time (FRS Eligible)	\$ 67,093.34	\$ 70,230.00	\$ 50,710.23	\$ 48,356.75
14-10 Overtime Regular	-	-	398.87	2,357.64
21-10 FICA Taxes	4,159.79	4,355.00	3,073.71	3,053.73
21-20 FICA Medicare	972.85	1,019.00	718.87	714.16
22-20 Retirement Contributions FRS Pension	5,682.84	5,802.00	4,096.76	3,715.57
24-10 Workers' Compensation Premium	1,778.07	2,209.00	1,107.08	228.32
31-10 Prof. Services General	18,500.00	138,952.00	72,795.46	8,652.13
34-10 Contractual Services General	-	60,500.00	-	-
34-20 Contractual Services Merchant Card Processing Fees	1,400.00	850.00	878.61	738.86
40-10 Travel and Per Diem Training and Per Diem	3,000.00	3,931.00	-	-
41-10 Communications Services Telephone	300.00	300.00	216.42	36.07
43-10 Utility Services Water	7,300.00	7,000.00	5,965.06	6,642.42
43-20 Utility Services Electricity	1,200.00	1,200.00	902.82	147.58
44-10 Rentals and Leases Equipment	5,000.00	5,500.00	4,442.30	4,598.38
44-20 Rentals and Leases Trailers	-	24,443.00	-	-
46-10 Repair & Maint. Services Equipment	2,000.00	2,500.00	477.19	-
46-30 Repair & Maint. Services Vehicles	4,200.00	500.00	-	-
46-50 Repair & Maint. Services Grounds	10,000.00	11,848.00	10,040.32	11,148.36
46-70 Repair & Maint. Services Utilities	-	-	1,800.00	3,400.00
47-10 Printing and Binding General	2,000.00	2,800.00	122.00	-
48-10 Promotional Activities General	14,000.00	16,000.00	12,000.00	8,791.15
49-30 Other Current Charges/Obligations Permits & Licenses	900.00	850.00	-	446.00
51-10 Office Supplies General	350.00	350.00	-	-
52-06 Operating Supplies Cost of Goods Sold (Patch)	12,500.00	12,500.00	9,933.86	11,082.82
52-10 Operating Supplies Gasoline and Diesel Fuel	3,500.00	500.00	-	-
52-20 Operating Supplies Miscellaneous	16,500.00	42,500.00	20,024.41	20,147.89
62-10 Buildings Buildings	-	-	-	6,058.00
64-20 M&E Vehicles	-	25,000.00	-	-
99-10 Other Uses Contingency	-	5,000.00	-	-
TOTAL EXPENSE	\$ 182,336.89	\$ 446,639.00	\$ 199,703.97	\$ 140,315.83
Fund 112 - Community Redevelopment Agency Totals				
REVENUE	\$ 182,336.00	\$ 446,639.00	\$ 102,783.21	\$ 156,111.51
EXPENSE	\$ 182,336.89	\$ 446,639.00	\$ 199,703.97	\$ 140,315.83
SURPLUS/(DEFICIT)	\$ (0.89)	\$ -	\$ (96,920.76)	\$ 15,795.68

COST ALLOCATION

DANIA BEACH COST ALLOCATION

FY 2020



COMMUNITY REVELOPMENT AGENCY ADMINISTRATIVE COST ALLOCATION

City Departments		Claimable Cost Totals	CRA Cost Allocation			CRA Cost Allocation FY 2020
			106-01-52 CRA Admin	106-02-52 CRA City Center	106-08-52 CRA Citywide	
001-01-11	City Commission	\$ 454,542	\$ 105,849	\$ -	\$ -	\$ 105,849
001-01-12	City Manager	633,021	-	-	-	-
001-01-13	Human Resources/Risk Management	308,403	14,360	-	-	14,360
001-01-14	Legal Counsel	768,838	8,337	-	-	8,337
001-01-16	City Clerk	365,451	10,958	-	-	10,958
001-01-17	Finance	1,323,889	42,679	1,900	928	45,507
001-04-17	Finance Information Systems	638,305	40,314	-	-	40,314
001-03-39	Public Services - Fleet Management	262,818	2,137	-	-	2,137
001-00-18	General Government	1,248,974	19,637	-	-	19,637
TOTAL		\$ 6,004,240	\$ 244,270	\$ 1,900	\$ 928	\$ 247,098



PERSONNEL COST ANALYSIS

GENERAL FUND CONTRIBUTION

FY 2020



COMMUNITY REVELPMENT AGENCY GENERAL FUND

EXPENSE		Executive Director Proposal FY 2020	Historical Activity									
			YTD thru August 3, 2019 FY 2019	(3) Actuals FY 2018	Actuals FY 2017	Actuals FY 2016	Actuals FY 2015	Actuals FY 2014	Actuals FY 2013	Actuals FY 2012	Actuals FY 2011	
10 Personal Services												
(1)	12-10	Salaries and Wages Full-Time	\$ 323,622.40	\$ 255,189.00	\$ 262,754.18	\$ 184,119.34	\$ 176,960.33	\$ 237,457.12	\$ 241,047.56	\$ 219,503.38	\$ 217,971.92	\$ 177,968.00
(2)	12-11	Salaries and Wages Part-Time (FRS Eligible)	25,953.96	13,531.00	11,542.00	614.59	836.49	-	-	-	-	-
	12-13	Salaries and Wages Expense Allowance	6,000.02	4,929.00	5,225.30	-	-	3,626.39	6,065.95	-	-	-
	12-14	Salaries and Wages Cell Phone Stipend	959.92	789.00	899.27	481.28	482.60	154.27	-	-	-	-
	14-10	Overtime Regular	4,000.00	2,353.00	547.93	4,920.64	9,463.63	2,379.19	6,439.97	1,942.72	126.82	-
	15-15	Special Pay Accrued Leave Buyback	1,929.64	172.54	17,928.56	354.20	297.85	30,670.93	375.75	5,222.37	-	154.00
	21-10	FICA Taxes	22,528.79	16,036.00	17,168.97	11,011.32	10,959.04	16,256.45	15,414.48	13,605.17	13,892.93	11,195.00
	21-20	FICA Medicare	5,268.82	3,750.00	4,015.32	2,575.25	2,562.99	3,835.30	3,629.43	3,278.88	3,268.53	2,717.00
	22-20	Retirement Contributions FRS Pension	49,989.38	37,590.00	37,494.21	12,522.29	10,788.30	25,151.96	25,955.61	15,057.41	12,269.00	-
		Retirement Contributions City Pension	-	-	-	-	-	-	-	-	-	19,889.00
	22-30	Retirement Contributions Deferred Comp Match	5,950.61	4,538.00	4,537.95	7,755.39	8,781.32	9,778.00	9,568.82	6,069.79	3,555.00	933.00
	23-10	Life and Health Insurance	71,605.56	50,815.00	54,622.08	47,352.05	50,386.07	57,960.31	52,180.04	58,303.20	59,282.00	66,832.00
	24-10	Workers' Compensation Premium	384.59	503.00	582.68	1,434.93	1,286.39	-	702.93	672.29	732.64	930.44
TOTAL PERSONNEL SERVICES EXPENSE			\$ 518,193.69	\$ 390,195.54	\$ 417,318.45	\$ 273,141.28	\$ 272,805.01	\$ 387,269.92	\$ 361,380.54	\$ 323,655.21	\$ 311,098.84	\$ 280,618.44

Notes:

- (1) FY 2015 = Full-time Administrative Assistant was added; FY 2016-2017 = Administrative Assistant was promoted to CRA Coordinator and Director position was contracted.
 (2) FY 2018 = Part-time Administrative Assistant was added, FY 2020 Proposed = Part-time Administrative Assistant weekly hours increased from 20 to 28.
 (3) FY 2019 Personnel Services expense for FY 2019 is estimated at \$468,235.

NET GROWTH IN PERSONNEL COSTS SINCE 2014	
FY 2020 Proposed Personnel Costs	\$ 518,193.69
FY 2014 Actual Personnel Costs	361,380.54
Personnel Increase 2014-2020	\$ 156,813.15
Less Previous Increase in Annual Funding for Administrative Assistant	(57,850.00)
DIFFERENTIAL	\$ 98,963.15

CRA Contributions from the General Fund	Executive Director Proposal FY 2020	Historical Activity								
		Estimated Actuals FY 2019	Actuals FY 2018	Actuals FY 2017	Actuals FY 2016	Actuals FY 2015	Actuals FY 2014	Actuals FY 2013	Actuals FY 2012	Actuals FY 2011
Admin Allocation	\$ 247,098.00	\$ 233,080.00	\$ 224,331.00	\$ 279,170.00	\$ 279,170.00	\$ 279,170.00	\$ 279,170.00	\$ -	\$ 261,867.00	\$ -
Annual Funding	822,150.00	822,150.00	822,150.00	822,150.00	822,150.00	822,150.00	822,150.00	822,150.00	1,030,838.00	822,150.00
Annual Fundin Salaries and Wages Expense Allowance	57,850.00	57,850.00	57,850.00	57,850.00	57,850.00	57,850.00	-	-	-	-
Contribution to the Dania Beach Arts & Seafood Celebration	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	10,000.00	8,312.00	-	-
Broward County Debt Service	-	-	250,000.00	-	-	-	-	-	-	-
Other Contributions per City Commission (Projects)	-	220,227.00	-	-	-	-	-	-	800,823.00	-
TOTAL CRA CONTRIBUTIONS FROM THE GENERAL FUND	\$ 1,137,098.00	\$ 1,343,307.00	\$ 1,364,331.00	\$ 1,169,170.00	\$ 1,169,170.00	\$ 1,169,170.00	\$ 1,111,320.00	\$ 830,462.00	\$ 2,093,528.00	\$ 822,150.00
Less Personnel Services Expenses	(518,193.69)	(468,235.00)	(417,318.45)	(273,141.28)	(272,805.01)	(387,269.92)	(361,380.54)	(323,655.21)	(311,098.84)	(280,618.44)
Less Admin Allocations	(247,098.00)	(233,080.00)	(224,331.00)	(279,170.00)	(279,170.00)	(279,170.00)	(279,170.00)	-	(261,867.00)	-
Less Broward County Debt Service	-	-	(250,000.00)	-	-	-	-	-	-	-
NET CRA CONTRIBUTIONS AVAILABLE FOR REDEVELOPMENT ACTIVITIES	\$ 371,806.31	\$ 641,992.00	\$ 472,681.55	\$ 616,858.72	\$ 617,194.99	\$ 502,730.08	\$ 470,769.46	\$ 506,806.79	\$ 1,520,562.16	\$ 541,531.56

TAX INCREMENT FINANCING

TAXABLE VALUES AND TIF GENERATION SCENARIOS



DANIA BEACH COMMUNITY REVELOPMENT AGENCY

	Final FY 2010	Final FY 2011	Final FY 2012	Final FY 2013	Final FY 2014	Final FY 2015	Final FY 2016	Final FY 2017
ORIGINAL BOUNDARIES								
City of Dania Beach								
Actual/Forecasted Growth	-5.9%	-8.8%	-12.7%	-0.4%	2.8%	9.0%	4.0%	6.2%
Existing Value:	\$ 276,714,880	\$ 252,370,700	\$ 220,323,790	\$ 219,469,440	\$ 225,663,520	\$ 245,913,760	\$ 255,671,150	\$ 271,631,690
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>
Taxable Value	\$ 276,714,880	\$ 252,370,700	\$ 220,323,790	\$ 219,469,440	\$ 225,663,520	\$ 245,913,760	\$ 255,671,150	\$ 271,631,690
Base Year Value	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440
Tax Increment	\$ 103,999,440	\$ 79,655,260	\$ 47,608,350	\$ 46,754,000	\$ 52,948,080	\$ 73,198,320	\$ 82,955,710	\$ 98,916,250
Millage Rate	5.8579	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998
Gross Incremental Revenue	\$ 609,218	\$ 477,916	\$ 285,641	\$ 280,515	\$ 317,678	\$ 439,175	\$ 497,718	\$ 593,478
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$ 578,757	\$ 454,020	\$ 271,359	\$ 266,489	\$ 301,794	\$ 417,217	\$ 472,832	\$ 563,804
Broward County								
Actual/Forecasted Growth	-5.8%	-8.8%	-12.7%	-0.4%	2.8%	8.9%	4.0%	6.3%
Existing Value:	\$ 276,857,530	\$ 252,582,250	\$ 220,521,270	\$ 219,642,710	\$ 225,837,090	\$ 245,997,810	\$ 255,784,870	\$ 271,783,350
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>
Taxable Value	\$ 276,857,530	\$ 252,582,250	\$ 220,521,270	\$ 219,642,710	\$ 225,837,090	\$ 245,997,810	\$ 255,784,870	\$ 271,783,350
Base Year Value	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440
Tax Increment	\$ 104,142,090	\$ 79,866,810	\$ 47,805,830	\$ 46,927,270	\$ 53,121,650	\$ 73,282,370	\$ 83,069,430	\$ 99,067,910
Millage Rate	4.8889	5.1021	5.1860	5.2576	5.4400	5.4584	5.4741	5.4474
Gross Incremental Revenue	\$ 509,140	\$ 407,488	\$ 247,921	\$ 246,725	\$ 288,982	\$ 400,004	\$ 454,730	\$ 539,663
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$ 483,683	\$ 387,114	\$ 235,525	\$ 234,389	\$ 274,533	\$ 380,004	\$ 431,994	\$ 512,679
Total Incremental Revenue (Combined)	\$ 1,062,440	\$ 841,134	\$ 506,884	\$ 500,878	\$ 576,327	\$ 797,221	\$ 904,826	\$ 1,076,483

TAX INCREMENT FINANCING

TAXABLE VALUES AND TIF GENERATION SCENARIOS



DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

EXPANDED BOUNDARIES

City of Dania Beach

	Final FY 2010	Final FY 2011	Final FY 2012	Final FY 2013	Final FY 2014	Final FY 2015	Final FY 2016	Final FY 2017
Actual/Forecasted Growth		-19.4%	-2.2%	-5.1%	2.8%	7.3%	10.9%	10.1%
Existing Value:	\$ 383,273,470	\$ 308,808,290	\$ 302,087,340	\$ 286,578,780	\$ 294,529,160	\$ 316,080,540	\$ 350,496,240	\$ 386,044,250
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>
Taxable Value	\$ 383,273,470	\$ 308,808,290	\$ 302,087,340	\$ 286,578,780	\$ 294,529,160	\$ 316,080,540	\$ 350,496,240	\$ 386,044,250
Base Year Value	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470
Tax Increment	\$ -	\$ (74,465,180)	\$ (81,186,130)	\$ (96,694,690)	\$ (88,744,310)	\$ (67,192,930)	\$ (32,777,230)	\$ 2,770,780
Millage Rate	5.8579	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998
Gross Incremental Revenue	\$ -	\$ (446,776)	\$ (487,101)	\$ (580,149)	\$ (532,448)	\$ (403,144)	\$ (196,657)	\$ 16,624
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,793

Broward County

Actual/Forecasted Growth		-19.4%	-2.1%	-5.1%	2.8%	7.3%	10.9%	10.1%
Existing Value:	\$ 383,273,470	\$ 308,808,290	\$ 302,277,000	\$ 286,833,470	\$ 294,767,770	\$ 316,285,380	\$ 350,774,210	\$ 386,276,600
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>
Taxable Value	\$ 383,273,470	\$ 308,808,290	\$ 302,277,000	\$ 286,833,470	\$ 294,767,770	\$ 316,285,380	\$ 350,774,210	\$ 386,276,600
Base Year Value	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470
Tax Increment	\$ -	\$ (74,465,180)	\$ (80,996,470)	\$ (96,440,000)	\$ (88,505,700)	\$ (66,988,090)	\$ (32,499,260)	\$ 3,003,130
Millage Rate	4.8889	5.1021	5.1860	5.2576	5.4400	5.4584	5.4741	5.4474
Gross Incremental Revenue	\$ -	\$ (379,929)	\$ (420,048)	\$ (507,043)	\$ (481,471)	\$ (365,648)	\$ (177,904)	\$ 16,359
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 15,541

Total Incremental Revenue (Combined)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 31,334
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Notes:

(1) Assumes that the City's millage rate will remain at FY 2019 levels for FY 2020 and throughout the forecast period.

TAX INCREMENT FINANCING

TAXABLE VALUES AND TIF GENERATION SCENARIOS



DANIA BEACH COMMUNITY REVELOPMENT AGENCY

	Final FY 2018	Final FY 2019	Certified FY 2020	Forecasted FY 2021	Forecasted FY 2022	Forecasted FY 2023	Forecasted FY 2024	Forecasted FY 2025
ORIGINAL BOUNDARIES								
City of Dania Beach								
Actual/Forecasted Growth	26.0%	13.4%	18.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Existing Value:	\$342,126,380	\$388,054,400	\$457,846,830	\$471,582,235	\$485,729,702	\$500,301,593	\$515,310,641	\$530,769,960
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	TBD	TBD	TBD	TBD	TBD
Taxable Value	\$342,126,380	\$388,054,400	\$457,846,830	\$471,582,235	\$485,729,702	\$500,301,593	\$515,310,641	\$530,769,960
Base Year Value	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440
Tax Increment	\$169,410,940	\$215,338,960	\$285,131,390	\$298,866,795	\$313,014,262	\$327,586,153	\$342,595,201	\$358,054,520
Millage Rate	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998
Gross Incremental Revenue	\$1,016,432	\$1,291,991	\$1,710,731	\$1,793,141	\$1,878,023	\$1,965,451	\$2,055,503	\$2,148,256
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$965,610	\$1,227,391	\$1,625,195	\$1,703,484	\$1,784,122	\$1,867,179	\$1,952,728	\$2,040,843
Broward County								
Actual/Forecasted Growth	25.9%	13.4%	18.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Existing Value:	\$342,144,680	\$388,054,400	\$457,846,830	\$471,582,235	\$485,729,702	\$500,301,593	\$515,310,641	\$530,769,960
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	TBD	TBD	TBD	TBD	TBD
Taxable Value	\$342,144,680	\$388,054,400	\$457,846,830	\$471,582,235	\$485,729,702	\$500,301,593	\$515,310,641	\$530,769,960
Base Year Value	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440	172,715,440
Tax Increment	\$169,429,240	\$215,338,960	\$285,131,390	\$298,866,795	\$313,014,262	\$327,586,153	\$342,595,201	\$358,054,520
Millage Rate	5.4623	5.4792	5.4792	5.4792	5.4792	5.4792	5.4792	5.4792
Gross Incremental Revenue	\$925,473	\$1,179,885	\$1,562,292	\$1,637,551	\$1,715,068	\$1,794,910	\$1,877,148	\$1,961,852
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$879,200	\$1,120,891	\$1,484,177	\$1,555,673	\$1,629,314	\$1,705,165	\$1,783,290	\$1,863,760
Total Incremental Revenue (Combined)	\$1,844,810	\$2,348,282	\$3,109,372	\$3,259,157	\$3,413,436	\$3,572,344	\$3,736,018	\$3,904,603

TAX INCREMENT FINANCING

TAXABLE VALUES AND TIF GENERATION SCENARIOS



DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

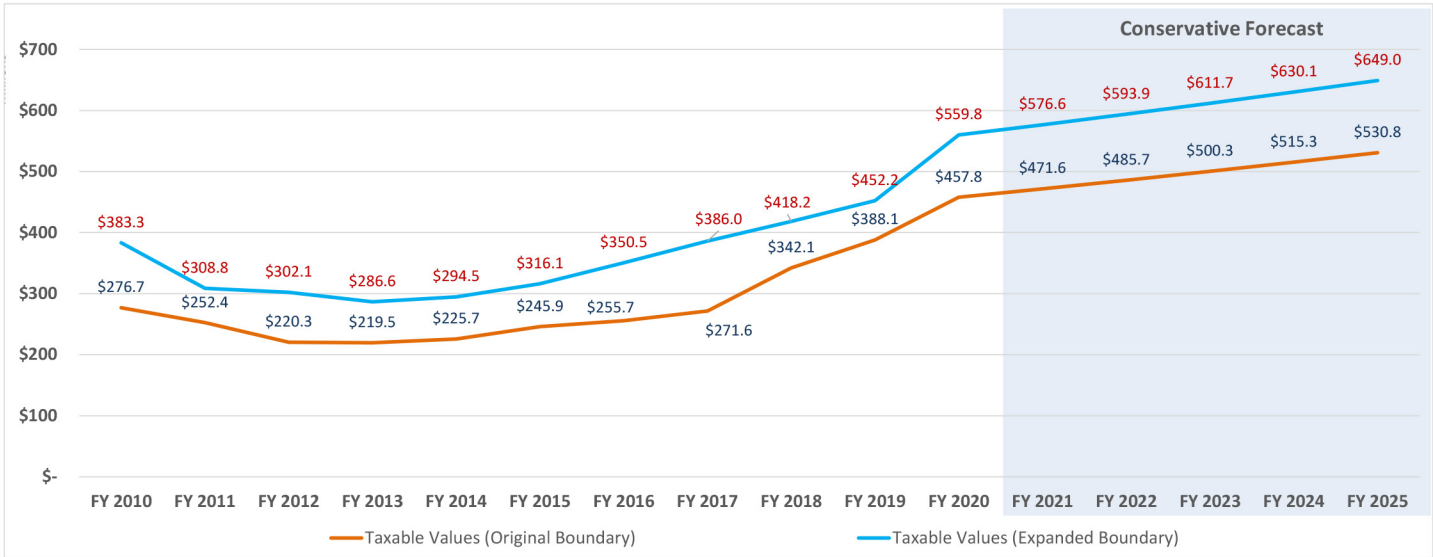
	Final FY 2018	Final FY 2019	Certified FY 2020	Forecasted FY 2021	Forecasted FY 2022	Forecasted FY 2023	Forecasted FY 2024	Forecasted FY 2025
EXPANDED BOUNDARIES								
City of Dania Beach								
Actual/Forecasted Growth	8.3%	8.1%	23.8%	3.0%	3.0%	3.0%	3.0%	3.0%
Existing Value:	\$418,193,930	\$452,211,440	\$559,796,040	\$576,589,921	\$593,887,619	\$611,704,248	\$630,055,375	\$648,957,036
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	TBD	TBD	TBD	TBD	TBD
Taxable Value	\$418,193,930	\$452,211,440	\$559,796,040	\$576,589,921	\$593,887,619	\$611,704,248	\$630,055,375	\$648,957,036
Base Year Value	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470
Tax Increment	\$34,920,460	\$68,937,970	\$176,522,570	\$193,316,451	\$210,614,149	\$228,430,778	\$246,781,905	\$265,683,566
Millage Rate	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998	5.9998
Gross Incremental Revenue	\$209,516	\$413,614	\$1,059,100	\$1,159,860	\$1,263,643	\$1,370,539	\$1,480,642	\$1,594,048
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$199,040	\$392,933	\$1,006,145	\$1,101,867	\$1,200,461	\$1,302,012	\$1,406,610	\$1,514,346
Broward County								
Actual/Forecasted Growth	8.3%	8.1%	23.8%	3.0%	3.0%	3.0%	3.0%	3.0%
Existing Value:	\$418,193,930	\$452,225,280	\$559,812,040	\$576,606,401	\$593,904,593	\$611,721,731	\$630,073,383	\$648,975,584
New Construction:	<i>incl. above</i>	<i>incl. above</i>	<i>incl. above</i>	TBD	TBD	TBD	TBD	TBD
Taxable Value	\$418,193,930	\$452,225,280	\$559,812,040	\$576,606,401	\$593,904,593	\$611,721,731	\$630,073,383	\$648,975,584
Base Year Value	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470	383,273,470
Tax Increment	\$34,920,460	\$68,951,810	\$176,538,570	\$193,332,931	\$210,631,123	\$228,448,261	\$246,799,913	\$265,702,114
Millage Rate	5.4623	5.4792	5.4792	5.4792	5.4792	5.4792	5.4792	5.4792
Gross Incremental Revenue	\$190,746	\$377,801	\$967,290	\$1,059,310	\$1,154,090	\$1,251,714	\$1,352,266	\$1,455,835
Statutory Reduction	0.95	0.95	0.95	0.95	0.95	0.95	0.95	0.95
Incremental Revenue	\$181,209	\$358,911	\$918,926	\$1,006,344	\$1,096,386	\$1,189,128	\$1,284,653	\$1,383,043
Total Incremental Revenue (Combined)	\$380,249	\$751,844	\$1,925,071	\$2,108,211	\$2,296,847	\$2,491,140	\$2,691,263	\$2,897,389

TAX INCREMENT FINANCING

TAXABLE VALUES HISTORY FORECAST



DANIA BEACH COMMUNITY REVELOPMENT AGENCY



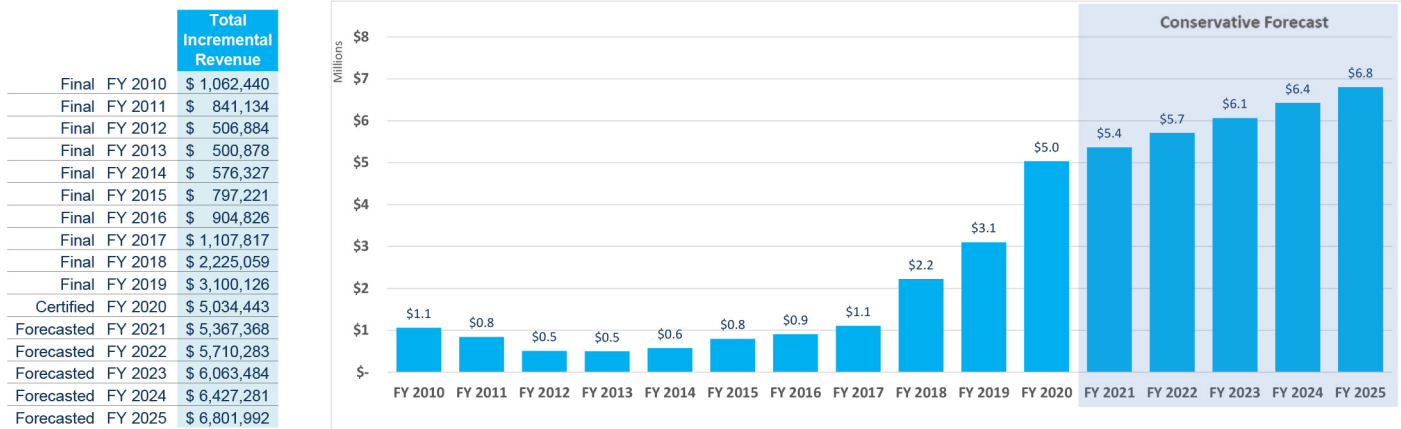
TAX INCREMENT FINANCING

WHAT-IF SCENARIOS - INCREMENTAL REVENUE UNDER A TIF MODEL

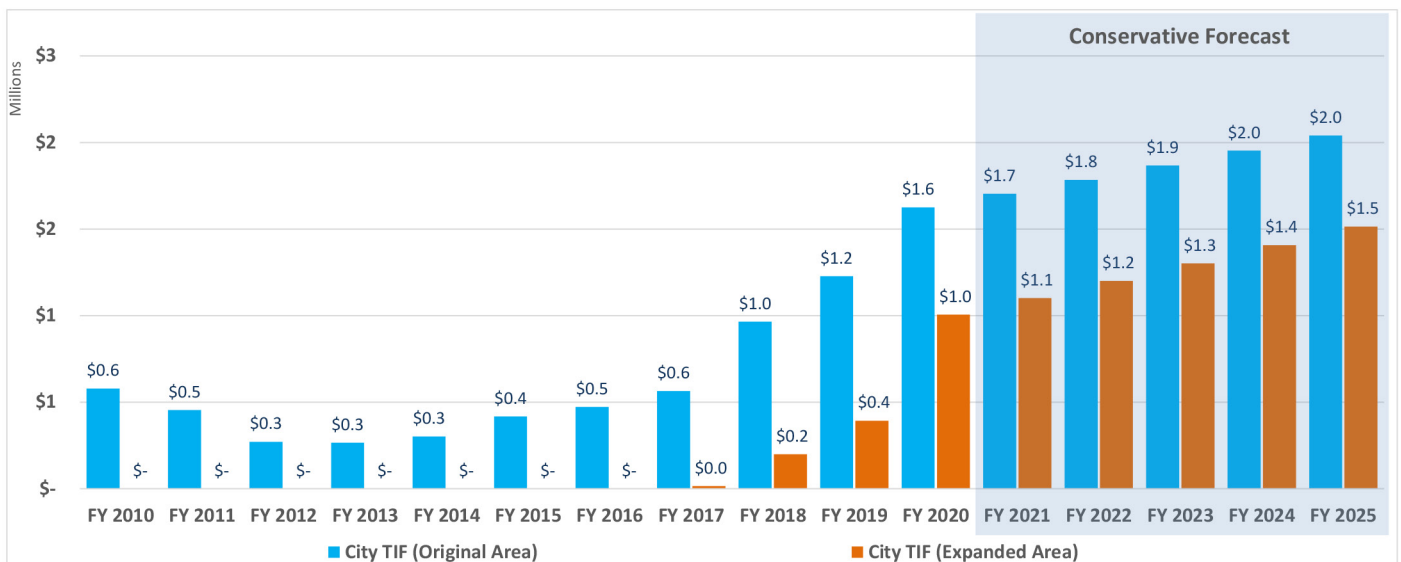


DANIA BEACH COMMUNITY REVELOPMENT AGENCY

What-If Scenario - Total TIF (Original/Expanded Boundaries combined)



What-If Scenario - City TIF



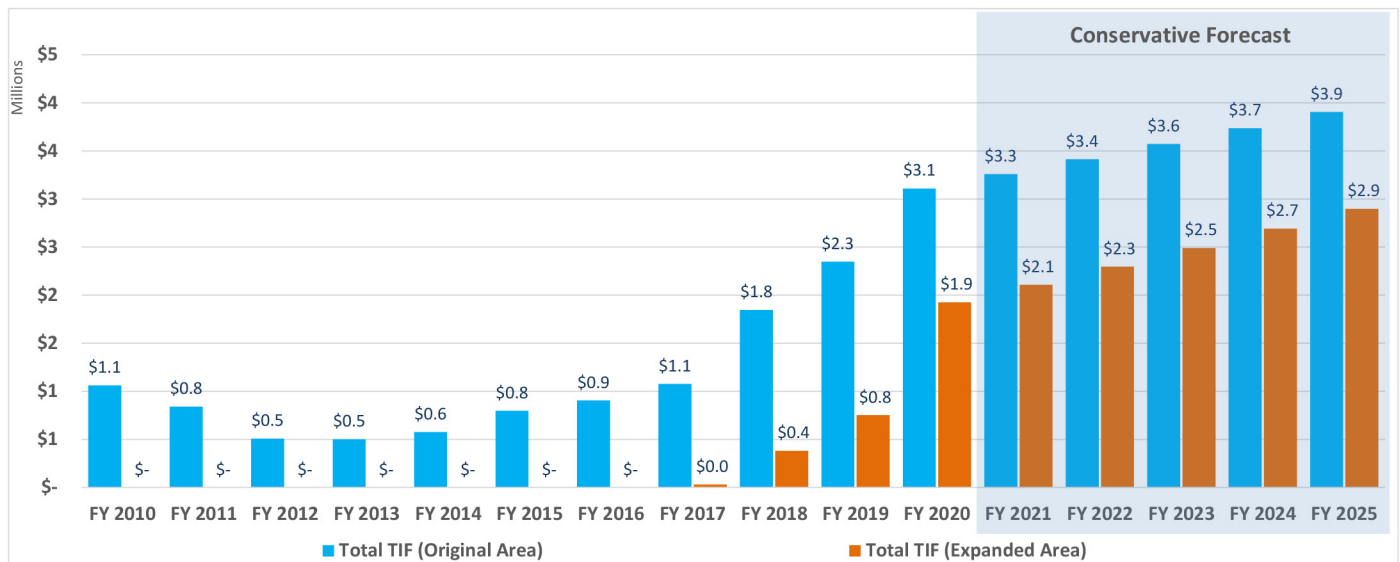
TAX INCREMENT FINANCING

WHAT-IF SCENARIOS - INCREMENTAL REVENUE UNDER A TIF MODEL

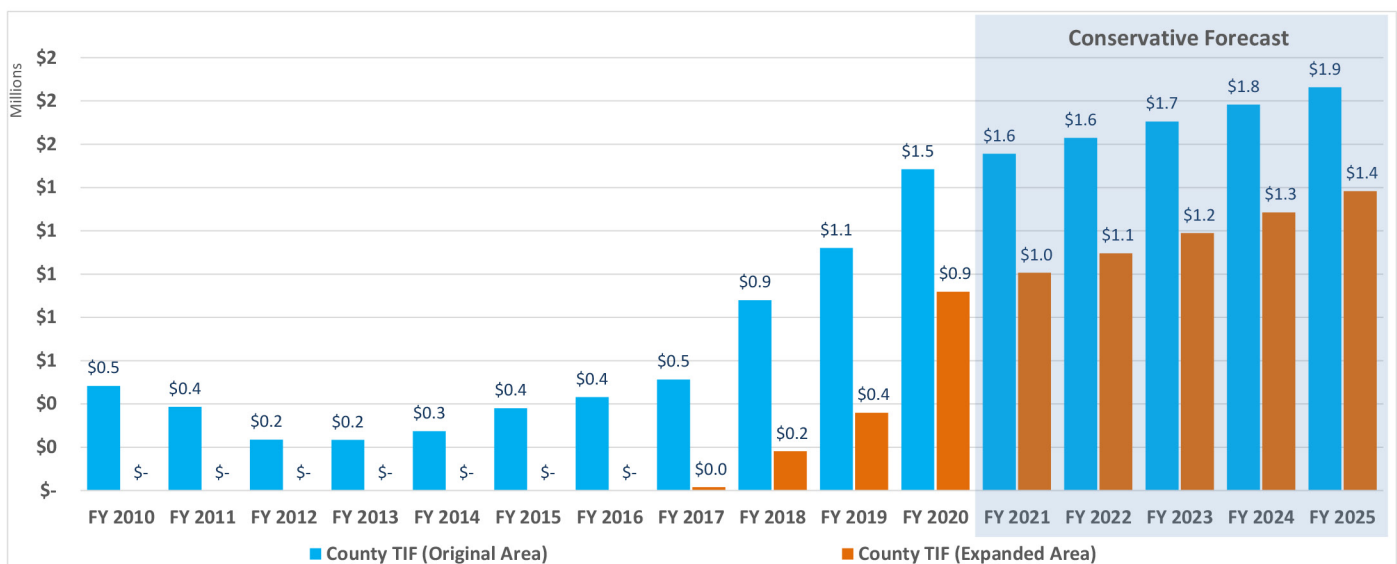


DANIA BEACH COMMUNITY REVELOPMENT AGENCY

What-If Scenario - Total TIF



What-If Scenario - County TIF



LINE ITEM BUDGET

BUDGET ROLLUP BY FUND

FY 2020



DANIA BEACH COMMUNITY REVELOPMENT AGENCY

Executive
Director
Proposal
FY 2020

REVENUE

Fund 106	Community Redevelopment Agency	\$ 1,870,598.00
Fund 112	CRA Community Gardens PATCH	182,336.00

TOTAL REVENUE		\$ 2,052,934.00
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EXPENSE

Fund 106	Community Redevelopment Agency	\$ 2,311,285.69
Fund 112	CRA Community Gardens PATCH	182,336.89

TOTAL EXPENSE		\$ 2,493,622.58
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SURPLUS/(DEFICIT)		\$ (440,688.58)
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LINE ITEM BUDGET

LINE-ITEM BUDGET BY DIVISION

FY 2020


COMMUNITY REVELOPMENT AGENCY FUND 106

**Executive
Director
Proposal
FY 2020**
REVENUE

Department 00 - Revenues

Division 00 - Non-Dep.

361-10-01	Interest and Other Earnings Interest Operating Interest	\$ 16,500.00
369-90-00	Miscellaneous Revenues Miscellaneous Seafood Festival	125,000.00
369-90-01	Miscellaneous Revenues Miscellaneous All	142,000.00
381-00-01	Other Sources: Non-Operating Transfer from General Fund	1,137,098.00
389-90-01	Other Sources: Non-Operating Re-Appropriations Appropriated Fund Balance	450,000.00

TOTAL REVENUE		\$ 1,870,598.00
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EXPENSE

Department 52 - CRA

Division 01 - Admin

Activity 552 - Industry Development

12-10	Salaries and Wages Full-Time	\$ 323,622.40
12-11	Salaries and Wages Part-Time (FRS Eligible)	25,953.96
12-13	Salaries and Wages Expense Allowance	6,000.02
12-14	Salaries and Wages Cell Phone Stipend	959.92
14-10	Overtime Regular	4,000.00
15-15	Special Pay Accrued Leave Buyback	1,929.64
21-10	FICA Taxes	22,528.79
21-20	FICA Medicare	5,268.82
22-20	Retirement Contributions FRS Pension	49,989.38
22-30	Retirement Contributions Deferred Compensation Match	5,950.61
23-10	Life and Health Insurance Insurance	71,605.56
24-10	Workers' Compensation Premium	384.59

LINE ITEM BUDGET

LINE-ITEM BUDGET BY DIVISION

FY 2020


COMMUNITY REVELOPMENT AGENCY FUND 106

		Executive Director Proposal FY 2020
31-10	Prof. Services General	152,200.00
31-20	Prof. Services Legal	35,000.00
34-10	Contractual Services General	30,000.00
40-10	Travel and Per Diem Training and Per Diem	35,400.00
41-10	Communications Services Telephone	2,000.00
42-10	Freight & Postage Services Freight & Postage	4,000.00
46-30	Repair & Maint. Services Vehicles	1,800.00
47-10	Printing and Binding General	2,000.00
48-14	Promotional Activities Seafood Festival	160,000.00
49-20	Other Current Charges/Obligations Legal & Display Advertising	2,860.00
51-10	Office Supplies General	4,000.00
52-10	Operating Supplies Gasoline and Diesel Fuel	1,500.00
52-20	Operating Supplies Miscellaneous	1,450.00
52-30	Operating Supplies Software	600.00
54-10	Books/Publications, Memberships, Subscriptions Books & Subscriptions	6,715.00
54-20	Books/Publications, Memberships, Subscriptions Memberships	5,690.00
71-10	Debt Service Principal All Other Principal	250,000.00
91-00	Intragovernmental Transfers Out General Fund	247,098.00 (1)
91-11	Intragovernmental Transfers Out CRA Community Gardens PATCH	102,336.00
99-80	Other Uses Reserve for CRA	25,000.00
Subtotal (Division 01)		\$ 1,587,842.69

LINE ITEM BUDGET

LINE-ITEM BUDGET BY DIVISION

FY 2020



COMMUNITY REVELOPMENT AGENCY FUND 106

Division 02 - City Center

Activity 552 - Industry Development

31-41 Prof. Services CRA - Marketing/PR

31-42 Prof. Services CRA - Redevelopment Initiatives

48-10 Promotional Activities General

63-42 Infrastructure CRA Landscaping Enhancements

Subtotal (Division 02)

Division 08 - City-Wide

Activity 552 - Industry Development

31-10 Prof. Services General

31-42 Prof. Services CRA - Redevelopment Initiatives

Subtotal (Division 08)

Executive
Director
Proposal
FY 2020

\$ 48,050.00

257,500.00

25,742.00

2,000.00

\$ 333,292.00

\$ 134,401.00

255,750.00

\$ 390,151.00

TOTAL EXPENSE

\$ 2,311,285.69

Fund 106 - Community Redevelopment Agency Totals

REVENUE \$ 1,870,598.00

EXPENSE \$ 2,311,285.69

SURPLUS/(DEFICIT) \$ (440,687.69)

Notes:

(1) Please refer to the Cost Allocation section of the Budget Document for the detailed components of this allocation.

LINE ITEM BUDGET

LINE-ITEM BUDGET BY DIVISION

FY 2020


CRA COMMUNITY GARDENS PATCH FUND 112

REVENUE

Department 00 - Revenues

Division 00 - Non-Dep.

369-90-05	Miscellaneous Revenues Miscellaneous Community Garden Patch Sales	\$	25,000.00
381-01-06	Other Sources: Non-Operating Transfer from CRA		102,336.00
389-90-01	Other Sources: Non-Operating Re-Appropriations Appropriated Fund Balance		55,000.00

TOTAL REVENUE		\$	182,336.00
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EXPENSE

Department 52 - CRA

Division 09 - Community Gardens PATCH

Activity 552 - Industry Development

12-11	Salaries and Wages Part-Time (FRS Eligible)	\$	67,093.34
21-10	FICA Taxes		4,159.79
21-20	FICA Medicare		972.85
22-20	Retirement Contributions FRS Pension		5,682.84
24-10	Workers' Compensation Premium		1,778.07
31-10	Prof. Services General		18,500.00
34-20	Contractual Services Merchant Card Processing Fees		1,400.00
40-10	Travel and Per Diem Training and Per Diem		3,000.00
41-10	Communications Services Telephone		300.00
43-10	Utility Services Water		7,300.00
43-20	Utility Services Electricity		1,200.00
44-10	Rentals and Leases Equipment		5,000.00
46-10	Repair & Maint. Services Equipment		2,000.00
46-30	Repair & Maint. Services Vehicles		4,200.00

LINE ITEM BUDGET

LINE-ITEM BUDGET BY DIVISION

FY 2020



CRA COMMUNITY GARDENS PATCH FUND 112

Executive
Director
Proposal
FY 2020

46-50	Repair & Maint. Services Grounds	10,000.00
47-10	Printing and Binding General	2,000.00
48-10	Promotional Activities General	14,000.00
49-30	Other Current Charges/Obligations Permits & Licenses	900.00
51-10	Office Supplies General	350.00
52-06	Operating Supplies Cost of Goods Sold (Patch)	12,500.00
52-10	Operating Supplies Gasoline and Diesel Fuel	3,500.00
52-20	Operating Supplies Miscellaneous	16,500.00
TOTAL EXPENSE		\$ 182,336.89

Fund 106 - Community Redevelopment Agency Totals

REVENUE	\$ 182,336.00
EXPENSE	\$ 182,336.89
SURPLUS/(DEFICIT)	\$ (0.89)





DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY



At Home Dania Beach Program
Groundbreaking
May 25, 2019



CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF AGRICULTURE ("USDA") AGRICULTURAL MARKETING SERVICES ("AMS") GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM ("FMPP") IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND THREE HUNDRED THIRTY FIVE DOLLARS (\$10,335.00) RESPECTIVELY

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo 8-27-19 USDA Grant - Personal Services Agreement, R-2019-CRA- USDA FMPP Grant Personal Services Agreements

To: Chair, Vice Chair and Board of Directors

From: Rickelle Williams, Executive Director

Date: August 27, 2019

Re: **Request to approve renewals of the USDA Grant Personal Services Agreements for the Market Manager & Market Promotions Coordinator**

Redevelopment Plan (adopted 2015):

Redevelopment Goal 1 - To Enhance and Reinforce the CRA Sub Areas (p. 3)

Redevelopment Goal 3 - To Redevelop the CRA in a manner that is Energy Efficient and Sustainable (p. 3)

Guiding Principles - The guiding principles of this CRA Redevelopment Plan include (p. 2):

- Elimination of slum and blight
- Improvement of the quality of life for current and future residents
- Protection of the environment

Background

On November 14, 2017, the CRA Board adopted Resolution 2017-CRA-008 to accept a grant award in the amount of \$248,871.90 from the United States Department of Agriculture (USDA) Agricultural Marketing Services (AMS) for the Farmers Market Promotion Program (FMPP) at the PATCH. The USDA has approved a budget for the grant award which includes personnel costs totaling \$157,503.00 for the life of the grant.

The grant application outlined a Farmers Market Manager and Farmers Market Promotions Coordinator as necessary to accomplishing project activities related to the FMPP. The personnel allocation for the Farmers Market Manager is budgeted at Three Thousand Five Hundred Thirteen Dollars and Eighty Eight Cents (\$3,513.88) per month and the personnel allocation for the Farmers Market Promotions Coordinator is budgeted at Eight Hundred Sixty One Dollars and Twenty Cents (\$861.20) per month for the life of the grant.

At the February 13, 2018 CRA Board meeting, the Board adopted Resolution No. 2018-CRA-005 approving personal services contracts for the Farmers Market Manager and Market Promotions Coordinator as part of the USDA grant award for the Farmers Market Promotion Program. Each agreement allowed for annual renewals for up to a maximum of two (2) additional one year periods but not beyond October 2020, the end of the grant period. At the September 11, 2018 CRA Board meeting, the Board adopted Resolution No. 2018-CRA-013 approving the first renewal of personal services agreements for the Farmers Market Manager and Market Promotions Coordinator. Each personal services agreement allowed for annual renewals but not beyond October 2020, the end of the USDA grant period subject to CRA Board approval

The Farmers Market Manager and Market Promotions Coordinator have been performing in a satisfactory manor and the CRA wishes to continue to engage them for services related to the grant award. Funding is available and already allocated through the USDA FMPP grant.

Fiscal Impact

All costs associated with each personal services agreement are funded through the USDA grant.

Recommendation

The CRA recommends approval of one (1) annual renewal of the personal services agreements for the Farmers Market Manager and Farmers Market Promotions Coordinator as part of the USDA grant award for the Farmers Market Promotion Program.

Attachments

Resolution

Exhibit A - Personal Services Contract and Scope of Work – Farmers Market Manager

Exhibit B - Personal Services Contract and Scope of Work – Farmers Market Promotions Coordinator

RESOLUTION NO. 2019-CRA-015

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE PERSONAL SERVICES AGREEMENTS FOR A ONE YEAR PERIOD WITHOUT COMPETITIVE BIDDING FOR A FARMERS MARKET MANAGER AND FARMERS MARKET PROMOTIONS COORDINATOR IN RELATION TO THE UNITED STATES DEPARTMENT OF AGRICULTURE ("USDA") AGRICULTURAL MARKETING SERVICES ("AMS") GRANT AWARD FOR THE FARMERS MARKET PROMOTION PROGRAM ("FMPP") IN AN AMOUNT NOT TO EXCEED FORTY TWO THOUSAND ONE HUNDRED SIXTY SEVEN DOLLARS (\$42,167.00) AND TEN THOUSAND THREE HUNDRED THIRTY FIVE DOLLARS (\$10,335.00) RESPECTIVELY; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on November 14, 2017, CRA officials adopted Resolution 2017-CRA-008 to accept a grant award in the amount of Two Hundred Forty Eight Thousand Eight Hundred Seventy One Dollars and Ninety Cents (\$248,871.90) from the United States Department of Agriculture (USDA) Agricultural Marketing Services (AMS) for the Farmers Market Promotion Program (FMPP) at the PATCH; and

WHEREAS, the USDA has approved a budget for the grant award which includes personnel costs totaling One Hundred Fifty Seven Thousand Five Hundred Three Dollars (\$157,503.00) for the life of the grant which ends October 2020; and

WHEREAS, the grant application outlined a Farmers Market Manager and Farmers Market Promotions Coordinator as necessary to accomplishing project activities related to the FMPP; and

WHEREAS, the personnel allocation for the Farmers Market Manager is budgeted at Three Thousand Five Hundred Thirteen Dollars and Eighty Eight Cents (\$3,513.88) per month and the personnel allocation for the Farmers Market Promotions Coordinator is budgeted at Eight Hundred Sixty One Dollars and Twenty Cents (\$861.20) per month for the life of the grant; and

WHEREAS, at the February 13, 2018 CRA Board meeting, the Board adopted Resolution No. 2018-CRA-005 approving personal services agreements for the Farmers Market Manager and Market Promotions Coordinator as part of the USDA grant award for the Farmers Market Promotion Program; and

WHEREAS, at the September 11, 2018 CRA Board meeting, the Board adopted Resolution No. 2018-CRA-013 approving a renewal of personal services agreements for the Farmers Market Manager and Market Promotions Coordinator as part of the USDA grant award for the Farmers Market Promotion Program; and

WHEREAS, each personal services agreement allowed for annual renewals but not beyond October 2020, the end of the USDA grant period, subject to CRA Board approval: and

WHEREAS, the Farmers Market Manager and Market Promotions Coordinator have been performing in a satisfactory manner and the CRA wishes to continue to engage them for services related to the grant award; and

WHEREAS, the CRA Executive Director recommends that the CRA Board execute renewal agreements with Jaime Castoro (Farmers Market Manager) and Nattaliah Earle (Farmers Market Promotions Coordinator) for a one (1) year period beginning October 1, 2019 up to and through September 30, 2020, for the provision of services in connection with the USDA grant award for the Farmers Market Promotion Program; and

WHEREAS, a copy of the Personal Services Agreements and Scope of Services for the Farmers Market Manager and Farmers Market Promotions Coordinator are attached as Exhibits “A” and “B” respectively, and made a part of and incorporated into this Resolution by this reference;

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 to be true and correct and they are made a part of and are incorporated into this Resolution by reference.

Section 2. That the CRA Board authorizes personal services agreements to be executed with Jaime Castoro and Nattaliah Earle by the proper CRA officials; a copy of the agreements and applicable Scope of Services are made a part of and incorporated into this Resolution by this reference and are attached as Exhibit “A” and “B”, provided, however, that no agreement will be effective unless and until it has been executed by all parties.

Section 3. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to such Agreements as are deemed necessary and proper for the best interest of the CRA.

Section 4. That the funding for services is planned and appropriated in the Fiscal Year 2019-2020 Community Garden PATCH USDA Grant Division 112-52-10-552-34-10.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in full force and take effect immediately upon passage and adoption.

PASSED AND ADOPTED on August 27, 2019.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA CLERK

LORI LEWELLEN
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

Exhibit “A”

SUBCONTRACT AGREEMENT

Between

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (DBCRA)

and

PATCH Farmers Market Promotion Program

Farmers Market Manager:

Jaime Castoro

1736 NE 7th Street

Fort Lauderdale, FL 33304

ARTICLE I. STATEMENT OF WORK/SERVICES TO BE RENDERED

SUBCONTRACTOR covenants and agrees to provide the services as an independent contractor required to ensure the successful completion of the PATCH Farmers Market Management and all items listed in the Scope of Work as outlined in the United States Department of Agricultural Marketing Services (USDA/AMS) Farmers Market Promotion Program (FMPP) as requested by DBCRA.

ARTICLE II. PERIOD OF PERFORMANCE

The period of performance will be from October 1, 2019 to September 30, 2020.

ARTICLE III. PAYMENT FOR SERVICES

The CRA agrees to pay the Subcontractor an amount not to exceed three thousand, five hundred and thirteen dollars and eighty eight cents (\$3,513.88) per month for the period of performance which may be extended through the grant period ending October 1, 2020. Subcontractor will invoice the CRA twice per month for Market Management services provided.

ARTICLE IV. INVOICING

The signed invoice with “Activity Tracking/Hours Form” and any receipts for required items purchased for demonstrations/meetings/travel shall be provided twice per month to Rickelle Williams, Executive Director, Dania Beach Community Redevelopment Agency, 100 West Dania Beach Boulevard, Dania Beach FL 33004. Payment shall be made by DBCRA in accordance with the submission and approval for payment of Invoice.

ARTICLE V. REPORTS AND DELIVERABLES

SUBCONTRACTOR shall provide monthly reports as a one page “Snapshot” along with “Activity Tracking/Hours Form” demonstrating completion of activities included in Attachment A: Scope of Work.

ARTICLE VI. RELATIONSHIP OF PARTIES

A. The parties agree that SUBCONTRACTOR is an independent service provider. The conduct and control of the services rendered by SUBCONTRACTOR will lay solely with SUBCONTRACTOR. SUBCONTRACTOR is not, under this Subcontract, an employee of DBCRA for any purpose, and SUBCONTRACTOR shall not be entitled to any of the benefits that DBCRA provides to its employees. SUBCONTRACTOR shall be liable and responsible to pay all local, state, and federal employment taxes, including, without limitation, withholding, social security, Workers' Compensation, and employment security as required by law.

B. Nothing in this Subcontract is not intended, nor shall be construed, to create a joint venture, partnership, or agency relationship.

ARTICLE VII. INDEMNIFICATION

If any person, firm, or corporation should sustain any damage, loss, death, or injury caused by the negligent or wrongful act or omission of any agent or employee of the SUBCONTRACTOR, or by SUBCONTRACTOR, while acting within the scope of employment, SUBCONTRACTOR agrees to indemnify and hold DBCRA, its officers and employees, harmless for any claims, suits, actions, judgments, liabilities, reasonable attorney fees, court costs and any other expenses whatsoever asserted against or incurred by any such party resulting from the negligence or wrongful act or omission of SUBCONTRACTOR and its agents or employees in the performance of this Subcontract. The provisions of this Article shall survive the expiration or earlier termination of this Subcontract. To the extent considered necessary by DBCRA and its attorney any sums due SUBCONTRACTOR under this Agreement may be retained by DBCRA until all of DBCRA's claims for indemnification pursuant to this Agreement have been settled or otherwise resolved, and any amount withheld shall not be subject to payment of interest by DBCRA.

ARTICLE VII. TERMINATION OF SUBCONTRACT

SUBCONTRACTOR and DBCRA shall at any time have the right to terminate this Subcontract by giving the other party thirty (30) days written notice of its intent to terminate. In the event this Subcontract is terminated, SUBCONTRACTOR shall be reimbursed for any expenses incurred and non-cancelable obligations encumbered prior to the termination date, and all reports and deliverables due shall be delivered to DBCRA prior to payment.

ARTICLE IX. GOVERNING LAW, VENUE AND WAIVER OF JURY TRIAL

All claims, counterclaims, disputes and other matters in question between DBCRA and SUBCONTRACTOR arising out of, relating to or pertaining to this Agreement, or the breach of it, or the services of it, or the standard of performance required in it, shall be addressed by resort to non-binding mediation as authorized under the laws and rules of Florida; provided, however, that in the event of any dispute between the parties, the parties agree to first negotiate with each other for a resolution of the matter or matters in dispute and, upon failure of such negotiations to resolve the dispute, the parties shall resort to mediation.

If mediation is unsuccessful, any such matter may be determined by litigation in a court of competent jurisdiction for any legal action arising out of or pertaining to this Agreement shall be

the Circuit Court for the Seventeenth Judicial Circuit in and for Broward County, Florida, or the federal District Court in the Southern District of the United States. Each party further agrees that venue of any action to enforce this Agreement shall be in Broward County, Florida. In any litigation, the parties agree to each waive any trial by jury of any and all issues. In the event of any litigation which arises out of, pertains to, or relates to this Agreement, or the breach of it, or the standard of performance required in it, each party shall bear its own attorney fees and costs.

In the event that a dispute, if any, arises between the DBCRA and the SUBCONTRACTOR relating to this Agreement, or its performance or compensation, the SUBCONTRACTOR agrees to continue to render service in full compliance with all terms and conditions of this Agreement as required by the DBCRA.

If DBCRA or SUBCONTRACTOR incurs any expense in enforcing the terms of this Agreement, whether suit is brought or not, each party shall bear its own costs and expenses including, but not limited to, court costs and reasonable attorney fees.

ARTICLE X. SEVERABILITY

If any provision of this Agreement or the application of it to any person or situation shall to any extent be held invalid or unenforceable, the remainder of this Agreement, and the application of such provisions to persons or situations other than those as to which it shall have been held invalid or unenforceable, shall not be affected, shall continue in full force and effect, and shall be enforced to the fullest extent permitted by law.

IN WITNESS OF THE FOREGOING, the parties have set their hands and seals the day and year shown below.

Subcontractor

DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Signed by: _____

Signed by: _____

Name: _____

Name: RICKELLE WILLIAMS

Title: _____

Title: Executive Director

Date: _____

Date: _____

Approved as to Form and Correctness

Thomas J. Ansbrosio, CRA Attorney

ATTACHMENT A SCOPE OF WORK

The Subcontractor for the “PATCH Farmers Market Promotion Program will provide the following services:

1. Conduct market location analysis for expanded hours, locations, and rotating pop-up/mobile market options of the existing PATCH farmers market;
2. Provide farmers market and promotions managers with additional training on best practices for market vibrancy;
3. Expand and develop new farmers markets;
4. Recruit beginning direct-to-consumer growers, develop new and strengthen existing ties between farmers and consumers;
5. Explore direct-to-institution local food sourcing;
6. Connect to and leverage resources with regional and state farmers markets and growing experts;
7. Utilize existing infrastructure and urban farms to promote agritourism;
8. Improve access to and consumption of locally grown produce, especially by those living in “food deserts”, while creating sustainable, profitable markets for Broward County’s urban farmers and regional growers.
9. Work with current City of Dania Beach employees to re-establish Policy and Procedure for day-to-day Farm Operations
10. Verify all employee and apprentice work hours and effectiveness
11. Data collection and Partner management to maximize the reach and potential use of Grant funding
12. Expand the Dania Beach Market Garden through connections with other area growers
13. Increase attendance through pointed marketing planning
14. Expanding the "pop-up" market concept to under-served communities in Dania Beach and Broward County
15. Expand CSA (Buyer's club) opportunities
16. Provide final report in September 2020, on completion of grant objectives.

Exhibit “B”

SUBCONTRACT AGREEMENT

Between

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (DBCRA)

and

PATCH Farmers Market Promotion Program

Farmers Market Promotions Coordinator:

Nattaliah Earle
330 NW 19th Terrace
Miami, FL 33136

ARTICLE I. STATEMENT OF WORK/SERVICES TO BE RENDERED

SUBCONTRACTOR covenants and agrees to provide the services as an independent contractor required to ensure the successful completion of the PATCH Farmers Market Promotion Services and all items listed in the Scope of Work as outlined in the United States Department of Agricultural Marketing Services (USDA/AMS) Farmers Market Promotion Program (FMPP) as requested by DBCRA.

ARTICLE II. PERIOD OF PERFORMANCE

The period of performance will be from October 1, 2019 to September 30, 2020.

ARTICLE III. PAYMENT FOR SERVICES

The CRA agrees to pay the Subcontractor an amount not to exceed eight hundred and sixty one dollars and twenty cents (\$861.20) per month for the period of performance which may be extended through the grant period ending October 1, 2020. Subcontractor will invoice the CRA twice per month for Farmers Market Promotion services provided.

ARTICLE IV. INVOICING

The signed invoice with “Activity Tracking/Hours Form” and any receipts for required items purchased for demonstrations/meetings/travel shall be provided twice per month to Rickelle Williams, Executive Director, Dania Beach Community Redevelopment Agency., 100 West Dania Beach Boulevard, Dania Beach FL 33004. Payment shall be made by DBCRA in accordance with the submission and approval for payment of Invoice.

ARTICLE V. REPORTS AND DELIVERABLES

SUBCONTRACTOR shall provide monthly reports as a one page “Snapshot” along with “Activity Tracking/Hours Form” demonstrating completion of activities included in Attachment A: Scope of Work.

ARTICLE VI. RELATIONSHIP OF PARTIES

A. The parties agree that SUBCONTRACTOR is an independent service provider. The conduct and control of the services rendered by SUBCONTRACTOR will lay solely with SUBCONTRACTOR. SUBCONTRACTOR is not, under this Subcontract, an employee of DBCRA for any purpose, and SUBCONTRACTOR shall not be entitled to any of the benefits that DBCRA provides to its employees. SUBCONTRACTOR shall be liable and responsible to pay all local, state, and federal employment taxes, including, without limitation, withholding, social security, Workers' Compensation, and employment security as required by law.

B. Nothing in this Subcontract is not intended, nor shall be construed, to create a joint venture, partnership, or agency relationship.

ARTICLE VII. INDEMNIFICATION

If any person, firm, or corporation should sustain any damage, loss, death, or injury caused by the negligent or wrongful act or omission of any agent or employee of the SUBCONTRACTOR, or by SUBCONTRACTOR, while acting within the scope of employment, SUBCONTRACTOR agrees to indemnify and hold DBCRA, its officers and employees, harmless for any claims, suits, actions, judgments, liabilities, reasonable attorney fees, court costs and any other expenses whatsoever asserted against or incurred by any such party resulting from the negligence or wrongful act or omission of SUBCONTRACTOR and its agents or employees in the performance of this Subcontract. The provisions of this Article shall survive the expiration or earlier termination of this Subcontract. To the extent considered necessary by DBCRA and its attorney any sums due SUBCONTRACTOR under this Agreement may be retained by DBCRA until all of DBCRA's claims for indemnification pursuant to this Agreement have been settled or otherwise resolved, and any amount withheld shall not be subject to payment of interest by DBCRA.

ARTICLE VII. TERMINATION OF SUBCONTRACT

SUBCONTRACTOR and DBCRA shall at any time have the right to terminate this Subcontract by giving the other party thirty (30) days written notice of its intent to terminate. In the event this Subcontract is terminated, SUBCONTRACTOR shall be reimbursed for any expenses incurred and non-cancelable obligations encumbered prior to the termination date, and all reports and deliverables due shall be delivered to DBCRA prior to payment.

ARTICLE IX. GOVERNING LAW, VENUE AND WAIVER OF JURY TRIAL

All claims, counterclaims, disputes and other matters in question between DBCRA and SUBCONTRACTOR arising out of, relating to or pertaining to this Agreement, or the breach of it, or the services of it, or the standard of performance required in it, shall be addressed by resort to non-binding mediation as authorized under the laws and rules of Florida; provided, however, that in the event of any dispute between the parties, the parties agree to first negotiate with each other for a resolution of the matter or matters in dispute and, upon failure of such negotiations to resolve the dispute, the parties shall resort to mediation.

If mediation is unsuccessful, any such matter may be determined by litigation in a court of competent jurisdiction for any legal action arising out of or pertaining to this Agreement shall be the Circuit Court for the Seventeenth Judicial Circuit in and for Broward County, Florida, or the

federal District Court in the Southern District of the United States. Each party further agrees that venue of any action to enforce this Agreement shall be in Broward County, Florida. In any litigation, the parties agree to each waive any trial by jury of any and all issues. In the event of any litigation which arises out of, pertains to, or relates to this Agreement, or the breach of it, or the standard of performance required in it, each party shall bear its own attorney fees and costs.

In the event that a dispute, if any, arises between the DBCRA and the SUBCONTRACTOR relating to this Agreement, or its performance or compensation, the SUBCONTRACTOR agrees to continue to render service in full compliance with all terms and conditions of this Agreement as required by the DBCRA.

If DBCRA or SUBCONTRACTOR incurs any expense in enforcing the terms of this Agreement, whether suit is brought or not, each party shall bear its own costs and expenses including, but not limited to, court costs and reasonable attorney fees.

ARTICLE X. SEVERABILITY

If any provision of this Agreement or the application of it to any person or situation shall to any extent be held invalid or unenforceable, the remainder of this Agreement, and the application of such provisions to persons or situations other than those as to which it shall have been held invalid or unenforceable, shall not be affected, shall continue in full force and effect, and shall be enforced to the fullest extent permitted by law.

IN WITNESS OF THE FOREGOING, the parties have set their hands and seals the day and year shown below.

Subcontractor

DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY

Signed by: _____

Signed by: _____

Name: _____

Name: RICKELLE WILLIAMS

Title: _____

Title: Executive Director

Date: _____

Date: _____

Approved as to Form and Correctness

Thomas J. Ansbro, CRA Attorney

ATTACHMENT A

SCOPE OF WORK

The Subcontractor for the “PATCH Farmers Market Promotion Program will provide the following services:

1. Conduct market location analysis for expanded hours, locations, and rotating pop-up/mobile market options of the existing PATCH farmers market;
2. Provide farmers market and promotions managers with additional training on best practices for market vibrancy;
3. Expand and develop new farmers markets;
4. Recruit beginning direct-to-consumer growers, develop new and strengthen existing ties between farmers and consumers;
5. Explore direct-to-institution local food sourcing;
6. Connect to and leverage resources with regional and state farmers markets and growing experts;
7. Utilize existing infrastructure and urban farms to promote agritourism;
8. Improve access to and consumption of locally grown produce, especially by those living in “food deserts”, while creating sustainable, profitable markets for Broward County’s urban farmers and regional growers.
9. Provide final report in September 2020, on completion of grant objectives

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE A ONE (1) YEAR RENEWAL OF THE EXISTING AGREEMENT WITH ATLANTIC STUDIOS INC. FOR PRODUCTION SERVICES FOR THE 2019-2020 DANIA AFTER DARK EVENT IN AN AMOUNT NOT TO EXCEED SIXTY NINE THOUSAND SIX HUNDRED DOLLARS (\$69,600.00)

Purchasing Requests ONLY

Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

--

Exhibits Attached

Memo Atlantic Studios First Renewal of Agreement for Dania After Dark, R-2019-CRA-Atlantic Studios First Renewal of Agreement for Dania After Dark, Exhibit A - Atlantic Studios Executed Agreement for Dania After Dark, Exhibit B - Atlantic Studios First Renewal of Agreement for Dania After Dark

To: Chair, Vice Chair and Board of Directors

From: Rickelle Williams, Executive Director

Date: August 27, 2019

Re: **Request to renew an agreement with Atlantic Studios, Inc. for production services for the 2019-2020 Dania After Dark Event**

Redevelopment Plan (adopted 2015):

Redevelopment Goal 5 - To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives. (p. 80)

- Redevelopment activities, opportunities and successes are only capitalized on with a succinct marketing program that will promote them externally. As the CRA achieves successes it is important to ensure the media coverage and other marketing activities that will make businesses outside of the City "take notice." Conversely, a well planned marketing program will also attract people that may otherwise not come to the City or CRA and highlight the assets and opportunities within the community to attract future residents, visitors and investment. (p. 80)

Background

The CRA Board awarded a contract for 2018-2019 Dania After Dark event production services to Atlantic Studios, Inc. under Request for Proposals ("RFP") No. 2018-CRA-010. On December 11, 2018 and pursuant to Resolution No. 2018-CRA-016, CRA officials executed an Agreement with Atlantic Studios, Inc. for 2018-2019 Dania After Dark event production services. The initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to approval by the CRA Board and Atlantic Studios, Inc.

Fiscal Impact

Funding, as in the prior fiscal year, is planned for future appropriation in the Professional Services CRA Redevelopment Initiatives Account and as such, the First Renewal will take effect for Fiscal Year 2019-2020, pending approval of the Fiscal Year 2019-2020 CRA Budget.

Recommendation

Authorize the execution of the First Renewal to the Agreement for a one (1) year period effective through September 30, 2020 for an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00).

Attachments

Resolution
Agreement

RESOLUTION NO. 2019-CRA-016

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 A ONE (1) YEAR RENEWAL OF THE EXISTING AGREEMENT WITH ATLANTIC STUDIOS INC. FOR PRODUCTION SERVICES FOR THE 2019-2020 DANIA AFTER DARK EVENT IN AN AMOUNT NOT TO EXCEED SIXTY NINE THOUSAND SIX HUNDRED DOLLARS (\$69,600.00); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the CRA Board awarded a contract for 2018-2019 Dania After Dark event production services to Atlantic Studios, Inc. (the "Consultant") under Request for Proposals ("RFP") No. 2018-CRA-010; and

WHEREAS, on December 11, 2018 and pursuant to Resolution No. 2018-CRA-016, CRA officials executed an Agreement with Atlantic Studios, Inc. for 2018-2019 Dania After Dark event production services; and

WHEREAS, a copy of the Agreement is attached as Exhibit "A" and incorporated into this Resolution by this reference; and

WHEREAS, the initial Agreement provided for three (3) optional one (1) year renewal periods for the requested services, subject to approval by the CRA Board and Atlantic Studios, Inc.; and

WHEREAS, the CRA Executive Director recommends that the CRA Board authorize the execution of the First Renewal to the Agreement for a one (1) year period effective through September 30, 2020 for an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00); and

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 to be true and correct and they are made a part of and are incorporated into this Resolution by this reference.

Section 2. That the proper CRA officials are authorized to execute the First Renewal to the Agreement (the "Renewal") with Atlantic Studios, Inc., which Renewal is attached as

Exhibit “B” and made a part of and incorporated into this Resolution by this reference, for Dania After Dark production services for an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00), effective through September 30, 2020.

Section 3. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to such Renewal Agreement as are deemed necessary and proper for the best interest of the CRA.

Section 4. That funding, as in the prior fiscal year, is planned for future appropriation in the Professional Services CRA Redevelopment Initiatives Account and as such, the First Renewal will take effect for Fiscal Year 2019-2020, pending approval of the Fiscal Year 2019-2020 CRA Budget.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in full force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on August 27, 2019.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

**AGREEMENT BETWEEN
THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
AND ATLANTIC STUDIOS, INC.**

This is an Agreement (the "Agreement") entered into on December 11, 2018 by and between the Dania Beach Community Redevelopment Agency, a public body corporate and politic, under Part III, Chapter 163, Florida Statutes (the "CRA") with an address of 100 West Dania Beach Boulevard, Dania Beach, Florida 33004, and Atlantic Studios, Inc., a Florida corporation (the "Contractor"), with a mailing address of P.O. Box 671012 Coral Springs, FL 33067, to perform event production and management services in connection with the CRA's monthly "Dania After Dark" event (the "Event"). The City of Dania Beach, Florida (the "City") is not a party to this Agreement, but the parties agree that it has certain rights as expressed in this Agreement and that it is intended to be a third party beneficiary of the covenants in this Agreement.

In consideration of the mutual covenants, terms and conditions contained in the Agreement, and for other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree to the following:

1. Scope of Services/Deliverables.

The Contractor agrees to perform production and management services in connection with the "Event", in accordance with the Scope of Services, which is attached as Exhibit "A", and made a part of and incorporated into this Agreement by this reference.

2. Term/Commencement Date.

This Agreement shall become effective upon execution by both parties and shall remain in effect through September 30, 2019, unless earlier terminated in accordance with Paragraph 8. The CRA Board has the sole option to renew the agreement annually for up to a maximum of three (3) additional one (1) year periods in an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00) for each additional renewal period.

3. Compensation and Payment.

- 3.1 The Contractor shall be compensated a total of \$69,600.00 for the "Event" payable in twelve (12) monthly installments of \$5,800.00 (a per show fee).
- 3.2 The Contractor shall invoice the CRA on a monthly basis as specified in the Scope of Services.
- 3.3 The CRA shall pay Contractor in accordance with the Florida Prompt Payment Act.

- 3.4 If a dispute should occur regarding an invoice submitted, the CRA Executive Director may withhold payment of the disputed amount and may pay to the Contractor the undisputed portion of the invoice. Upon written request of the CRA Executive Director, the Contractor shall provide written documentation to justify the invoice. Any compensation disputes shall be decided by the CRA Executive Director whose decision shall be final.

4. Subcontractors.

- 4.1 The Contractor shall be responsible for all payments to any subcontractors and shall maintain responsibility for all work related to the Project.
- 4.2 Any subcontractors used for the Event must have the prior written approval of the CRA Executive Director.

5. CRA's Responsibilities

The CRA will:

- 5.1 Furnish to Contractor, at the Contractor's written request, all available maps, plans, existing studies, reports and other data pertinent to the services to be provided by Contractors, in possession of the CRA.
- 5.2 Arrange for access to and make all provisions for Contractor to enter upon real property as required for Contractor to perform services as may be requested in writing by the Contractor.

6. Contractor's Responsibilities

The Contractor shall exercise the same degree of care, skill and diligence in the performance of the Scope of Services as is ordinarily provided by a contractor under similar circumstances. If at any time during the term of this Agreement or within one year from the completion of the Event, it is determined that the Contractor's deliverables are incorrect, defective or fail to conform to the Scope of Services of the Event, upon written notification from the CRA Executive Director, the Contractor shall at Contractor's sole expense, immediately correct the work.

7. Conflict of Interest.

To avoid any conflict of interest or any appearance of a conflict, Contractor shall not, for the term of this Agreement, provide any contracting services to any private sector entities, developers, corporations, real estate investors, etc., with regard to any issues adversarial to the CRA. For the purposes of this section "adversarial" shall mean any development application where the City of Dania

Beach, Florida or CRA staff is recommending denial or denied an application, administrative appeal or court action in which the City or CRA is a party.

8. Termination.

- 8.1 The CRA Executive Director without cause may terminate this Agreement upon ten (10) days' written notice to the Contractor, or immediately for cause. Contractor may terminate with ten (10) days' written notice to the CRA.
- 8.2 Upon receipt of the CRA's written notice of termination, Contractor shall stop work on the Event unless directed otherwise by the CRA Executive Director.
- 8.3 In the event of termination by the CRA, the Contractor shall be paid for all work accepted by the CRA Executive Director up to the date of termination, provided that the Contractor has first complied with the provisions of Paragraph 8.4.
- 8.4 The Contractor shall transfer all books, records, reports, working drafts, documents, maps, and data pertaining to the Event to the CRA, in a hard copy and electronic format within fourteen (14) days from the date of the written notice of termination or the date of expiration of this Agreement.

9. Insurance.

The Contractor shall secure and maintain throughout the duration of this Agreement insurance of such type and in such amounts as required by the CRA Executive Director. Certificates of Insurance for any required insurance shall be provided to the CRA at the time of execution of this Agreement and certified copies are to be provided if requested. Each policy certificate shall be endorsed with a provision that not less than thirty (30) calendar days' written notice and shall be provided to the CRA before any policy or coverage is cancelled or restricted.

Contractor shall provide, pay for and maintain in force at all times during the term of this Agreement, such insurance, including General Liability, Workers' Compensation and Automobile Liability insurance as stated below:

- 9.1 Certificates of Insurance must be delivered to the Risk Manager of the City. All Certificates of Insurance must clearly identify the contract to which they pertain, including a brief description of the subject matter of the contract. If coverage is not provided, then Contractor is responsible for prompt notice to the CRA Executive Director and the City. Insurance policies for required coverages shall be issued by companies authorized to do business under the laws of the State of Florida and any such companies' financial ratings must be no less than A-VII in the latest edition of the "BEST'S KEY RATING GUIDE", published in the A.M.

Best Guide. In the event that the insurance carrier's rating shall drop, the insurance carrier shall immediately notify the City in writing.

- 9.2 Coverages shall be in force while all services required to be performed under the terms of this Agreement are being performed. In the event insurance certificates provided to the CRA and the City indicate that the insurance shall terminate and lapse during the term of this Agreement, then in that event, the Contractor shall immediately furnish a renewed Certificate of Insurance as proof that equal and like coverages for the period of the Agreement is in effect. The Contractor and any subcontractor of the Contractor shall not perform or continue any services pursuant to the Agreement, unless all coverages remain in full force and effect. Any delay in the services caused by a lapse in coverage shall be non-excusable, shall not be grounds for an extension, and will be subject to any other applicable provisions described in this Agreement, concerning Contractor or any subcontractor delay.
- 9.3 Insurance Requirements. The below coverages are minimum limit requirements. Umbrella or Excess Liability policies are acceptable to provide the total required liability limits, as long as the Risk Manager of the City reviews and approves in writing the insurance limits on each of the policies. The City must approve any changes to these specifications and has the right to review and amend coverage requirements. The Contractor shall be held responsible for any modifications, deviations, or omissions in these insurance requirements. Contractor shall be responsible for any deductible or self-insured amounts.
- 9.3.1. General Liability Insurance to include bodily injury, broad form property damage, blanket contractual liability, and personal injury with limits of no less than One Million Dollars (\$1,000,000.00) per occurrence, combined single limit for bodily injury liability and property damage liability.

SPECIAL PROVISIONS AS TO GENERAL LIABILITY INSURANCE: (to be confirmed on or attached to the Certificate of Insurance)

- The CRA and CITY are to be added as Additional Named Insureds;
- Additional named insured coverage shall be no more restrictive than Insurance Services Office (ISO) form CG 2037 (07 04);
- Contractor's insurance shall be primary and non-contributory;
- Waiver of Subrogation in favor of the CRA and City;
- Copy of Additional Named Insured Endorsement or other endorsements may be attached to the Certificate.

- 9.3.2 Liquor Liability Insurance with limits of no less than One Million Dollars (\$1,000,000.00) per occurrence. Certificate must name the City of Dania

Beach and the Dania Beach Community Redevelopment Agency as additional insureds.

- 9.3.3 Workers' Compensation insurance to apply for all employees in compliance with the "Workers' Compensation Law" of the State of Florida and all applicable federal laws, for the benefit of the Contractor and its employees.
- 9.3.4 Employers' Liability Part B with minimum limits of no less than One Hundred Thousand Dollars (\$100,000.00), each accident.
- 9.3.5 Automobile Liability with minimum limit of Five Hundred Thousand Dollars (\$500,000.00) combined single limit.
- 9.3.6 The Contractor shall provide the Risk Manager of the City Certificates of Insurance for coverage and policies required by this Agreement. Such policies and coverage shall not be affected by any other policy of insurance which the City or the CRA may carry in their own names.
- 9.3.7 **In no event shall the Contractor be permitted to utilize in the prosecution of the services, the following:**
 - i) any employee, subcontractor or subcontractor employees, who is exempted or purported to be exempt from Workers' Compensation insurance coverage; or**
 - ii) any employee, subcontractor or subcontractor employees, who will be covered by an employee leasing arrangement.**

10. Nondiscrimination.

During the term of this Agreement, Contractor shall not discriminate against any of its employees or applicants for employment because of their race, color, religion, sex, or national origin, and agrees to abide by all federal and state laws regarding nondiscrimination.

11. Indemnification.

- 11.1 Contractor shall defend, indemnify, and hold harmless the City, the CRA, and their respective officers, agents and employees, from and against any and all demands, claims, losses, suits, liabilities, causes of action, judgment or damages, arising out of, related to, or any way connected with Contractor's performance or non-performance of any provision of this Agreement

including, but not limited to, liabilities arising from contracts between the Contractor and third parties made pursuant to this Agreement. Contractor shall reimburse the City and the CRA for all of its expenses including reasonable attorney fees and costs incurred in and about the defense of any such claim or investigation and for any judgment or damages arising out of, related to, or in any way connected with Contractor's performance or non-performance of this Agreement.

11.1 The provisions of this section shall survive termination of this Agreement.

12. Notices/Authorized Representatives.

Any notices required by this Agreement shall be in writing and shall be deemed to have been properly given if transmitted by hand-delivery, by registered or certified mail with postage prepaid return receipt requested, or by a private postal service, addressed to the parties (or their successors) at the following addresses:

For the CRA: Rickelle Williams, Executive Director
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

For The Contractor: Christian Gaidry
Atlantic Studios, Inc.
P.O. Box 671012
Coral Springs, FL 33067

13. Governing Law.

This Agreement shall be construed in accordance with and governed by the laws of the State of Florida. Exclusive venue for any litigation arising out of this Agreement shall be in the Circuit Court of Broward County, Florida.

14. Attorney Fees and Waiver of Jury Trial.

14.1 All claims, counterclaims, disputes and other matters in question between CRA and Contractor arising out of, relating to or pertaining to this Agreement, or the breach of it, or the services of it, or the standard of performance required in it, shall be addressed by resort to non-binding mediation as authorized under the laws and rules of Florida; provided, however, that in the event of any dispute between the parties, the parties agree to first negotiate with each other for a resolution of the matter or matters in dispute and, upon failure of such negotiations to resolve the dispute, the parties shall resort to mediation.

14.2 If mediation is unsuccessful, any such matter may be determined by litigation in a court of competent jurisdiction for any legal action arising

out of or pertaining to this Agreement shall be the Circuit Court for the Seventeenth Judicial Circuit in and for Broward County, Florida, or the federal District Court in the Southern District of the United States. Each party further agrees that venue of any action to enforce this Agreement shall be in Broward County, Florida. In any litigation, the parties agree to each waive any trial by jury of any and all issues. In the event of any litigation which arises out of, pertains to, or relates to this Agreement, or the breach of it, or the standard of performance required in it, each party shall bear its own attorney fees and costs.

15. Entire Agreement/Modification/Amendment.

15.1 This document contains the entire Agreement of the parties and supersedes any prior oral or written representations. No representations were made or relied upon by either party, other than those that are expressly set forth in this Agreement.

15.2 No agent, employee, or other representative of either party is empowered to modify or amend the terms of this Agreement, unless executed with the same formality as this document.

16. Ownership and Access to Records and Audits.

16.1 All records, books, documents, maps, data, deliverables, papers and financial information (the "Records") that result from the Contractor providing services to the CRA under this Agreement shall be the property of the CRA.

16.2 The CRA Executive Director or her designee shall, during the term of this Agreement and for a period of three (3) years from the date of termination of this Agreement, have access to and the right to examine and audit any Records of the Contractor involving transactions related to this Agreement.

16.3 The CRA may cancel this Agreement for refusal by the Contractor to allow access by the CRA Executive Director or her designee to any Records pertaining to work performed under this Agreement that are subject to the provisions of Chapter 119, Florida Statutes.

16.4 All submissions become the property of the CRA and will not be returned to the Contractor. The CRA will hold all submissions in confidence unless otherwise required by law. The Contractor is aware that the CRA is a "public body" as defined in Florida Statutes, Section 119.011(2) and that it is subject to Florida Statutes, Section 119.0701(2)(a), and the related provisions of the Florida Public Records Law.

- 16.5 Contractor agrees to keep and maintain public records in Contractor's possession or control in connection with Contractor's performance under the Agreement. Contractor additionally agrees to comply specifically with the provisions of Section 119.0701, Florida Statutes. Contractor shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law, for the duration of the Agreement, and following completion of the Agreement until the records are transferred to the CRA.
- 16.6 Upon request from the CRA custodian of public records, Contractor shall provide the CRA with a copy of the requested Records or allow the Records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided by Chapter 119, Florida Statutes, or as otherwise provided by law.
- 16.7 Unless otherwise provided by law, any and all records, including but not limited to reports, surveys, and other data and documents provided or created in connection with the contract are and shall remain the property of the CRA.
- 16.8 Upon completion of the Agreement or in the event of termination by either party, any and all public records relating to the contract in the possession of the Contractor shall be delivered by the Contractor to the Executive Director, at no cost to the CRA, within seven (7) days. All such Records stored electronically by Contractor shall be delivered to the CRA in a format that is compatible with the CRA's information technology systems. Once the public records have been delivered upon completion or termination of the contract, the Contractor shall destroy any and all duplicate public records that are exempt or confidential and exempt from public records disclosure requirements.
- 16.9 Any compensation due to Contractor shall be withheld until all records are received as provided in this Agreement.
- 16.10 Contractor's failure or refusal to comply with the provisions of this section shall result in the immediate termination of the Agreement by the CRA.

Pursuant to Section 119.0701(2)(a), Florida Statutes:

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THE CONTRACT, THE CONTRACTOR MUST CONTACT THE CRA CUSTODIAN OF PUBLIC RECORDS.

**Custodian of Records:
SECRETARY**

**Mailing Address:
Boulevard**

Telephone number:

Email:

TOM SCHNEIDER, CRA

100 W. Dania Beach

Dania Beach, Florida 33004

954-924-9800, Ext. 3623

tschneider@daniabeachfl.gov

17. Nonassignability.

This Agreement shall not be assignable by Contractor unless such assignment is first approved in writing by the CRA Executive Director. The CRA is relying upon the apparent qualifications and personal expertise of the Contractor, and such firm's familiarity with the CRA's circumstances and desires.

18. Severability.

If any term or provision of this Agreement shall to any extent be held invalid or unenforceable, the remainder of this Agreement shall not be affected, and each remaining term and provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.

19. Independent Contractor.

The Contractor and its employees, volunteers and agents shall be and remain independent contractors and not agents or employees of the CRA with respect to all of the acts and services performed by and under the terms of this Agreement. This Agreement shall not in any way be construed to create a partnership, association or any other kind of joint undertaking, enterprise or venture between the parties.

20. Compliance with Laws.

The Contractor shall comply with all applicable laws, ordinances, rules, regulations, and lawful orders of public authorities relating to this Agreement.

21. Waiver

The failure of either party to this Agreement to object to or to take affirmative action with respect to any conduct of the other which is in violation of the terms of this Agreement shall not be construed as a waiver of the violation or breach, or of any future violation, breach or wrongful conduct.

22. Survival of Provisions

Any terms or conditions of either this Agreement that require acts beyond the date of the term of the Agreement, shall survive termination of the Agreement, and shall remain in full force and effect unless and until the terms or conditions are completed and shall be fully enforceable by either party.

23. Prohibition of Contingency Fees.

The Contractor warrants that it has not employed or retained any company or person, other than a bona fide employee working solely for the Contractor, to solicit or secure this Agreement, and that it has not paid or agreed to pay any person(s), company, corporation, individual or firm, other than a bona fide employee working solely for the Contractor, any fee, commission, percentage, gift, or any other consideration, contingent upon or resulting from the award or making of this Agreement.

24. Counterparts

This Agreement may be executed in several counterparts, each of which shall be deemed an original and such counterparts shall constitute one and the same instrument.

SIGNATURES ON THE FOLLOWING PAGES

IN WITNESS OF THE FOREGOING, the parties have executed this Agreement on
December 11, 2018.

ATTEST:


THOMAS SCHNEIDER
CRA SECRETARY

CRA:
DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY


LORI LEWELLEN
CRA CHAIRMAN

APPROVED FOR LEGAL FORM AND CORRECTNESS:


THOMAS J. ANSBRO
CRA ATTORNEY



WITNESSES:

[Signature]
Signature

Kisha Payen
PRINT Name

[Signature]
Signature

Kha D White Davis
PRINT Name

STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me on October 11 2018 by CHRIS W. GAIDRY, as C.E.O of Atlantic Studios, Inc., on behalf of the corporation. He/she is personally known to me or has produced _____, as identification.

My commission expires:

July 6, 2019

CONTRACTOR:

**ATLANTIC STUDIOS, INC, a
Florida Corporation**

By: [Signature]

Christian W. Gaidry
PRINT Name

CEO
Title

[Signature]
NOTARY PUBLIC
State of Florida



EXHIBIT “A”

SCOPE OF SERVICES

Items identified in the following scope of services will be prepared, managed and executed by the Contractor. The duties will be performed with the approval of the CRA Executive Director, together with CRA staff in compliance with all CRA and City financial, operational and risk management requirements.

The Event Contractor is responsible for providing turn-key production and management services for the annual art walk series (the “Events”) to occur on the second Saturday of each month in twelve monthly installments beginning on October 13, 2018 and ending on September 14, 2019. The Event must start at 5:00 pm and end no later than 10:00 pm. All gas plumbing permits, Broward Sheriff’s Office (“BSO”) Fire and Police permits, and services for each Event must be procured, acquired and paid for by the Event Contractor. This is a free Event and no admission or parking fees may be charged. The Contractor will work with the Dania Beach CRA to discuss, coordinate and implement strategies for each Event.

EVENT PLAN

Contractor must provide an Event plan to the CRA. The plan should detail the following:

- Production schedule: Master Event day timeline and site plan.
- Marketing and advertising plan for twelve monthly installments of the Event. All marketing materials are to be provided to CRA in the format requested and delivered in a timely manner to CRA upon request.
- Strategies for outreach to and participation from local brick and mortar downtown businesses to be part of the Event experience.
- Permit Applications.
- Coordination with City Departments as necessary to obtain permits.
- Coordination with the BSO Police for safety and security.
- Coordination with BSO Fire for inspections.
- On-site Operations Management for load in and load out.
- Volunteer recruitment and coordination.
- Organizational Chart showing Project Manager and site crew for the Event days.
- Contact information for Project Manager, site crew and assistants.
- On Site Communication Plan. Include plans for communication with CRA staff, CRA Consultants and Organizations participating in DAD and Atrium Art Gallery are to be included.
- Provide information on proposed entertainment such as types of music and performers
- Provide 70 linear feet of space monthly for use by the CRA. CRA will have exclusive rights to use the space at its discretion in coordination with Event Contractor.
- Monthly written post-Event wrap up reports delivered via email no later than one week after each Event to CRA Executive Director. Reports should indicate the name and address of all vendors who and which participated in the Event.
- After the Event photos must be included with the post-Event wrap up reports and delivered by email or through large file transfer media.

LOGISTICS MANAGEMENT AND COORDINATION

1. **SITE DESIGN AND LAYOUT.** Contractor shall design, develop and implement a site map for the Event production, which shall include the locations of the following listed elements of the Event. The layout should be comprehensive and show full use of the entire available space to accommodate the public. The following must be included:
 - a. Alcoholic Beverage Bar
 - b. food trucks and tented food vendors
 - c. beverage vendors;
 - d. artists/crafters/others tented;
 - e. performance artists;
 - f. children's activities;
 - g. musical performances;
 - h. sponsor areas (CRA requires 70 linear feet for its use at each installment)
 - i. portable restrooms
 - j. Event parking for disabled persons, vendors, artists, sponsors and general public;
 - k. stage location and set up information
 - l. lighting for each tent (LED lighting preferred)
 - m. generators
 - n. audience layout for the entertainment area (tables, chairs and other seating should be provided by the Contractor)
2. **EVENT MANAGEMENT** Contractor will coordinate and manage all elements of the Event during Event hours to include agreed upon Event set up time, and time needed to break down, and cleanup of the Event site after the Event.
3. **VENDOR APPLICATIONS/LICENCES.** Contractor will determine all vendors and artists' fees, receive applications and make decisions regarding the selection of vendors, and provide information on all vendors to the CRA. All vendors including local Dania Beach artist vendors should be considered on the condition that the quality of their art meets the Event's required standards. All required licenses and permits must be obtained in a timely manner. Items at vendors' booths and vendor activities may not contain political or controversial advertising, imagery or items deemed to be objectionable by the CRA. *All vendors and activities must be approved in writing by the CRA prior to the Event. The CRA reserves the right to remove from the Event any and all vendors who or which are not on the vendor list provided by the Contractor and therefore deemed unauthorized to vend at the Event.*
4. **FOOD AND BEVERAGE VENDOR SELECTION.** A key feature of the Event is its focus on dining al fresco through food trucks and tented food, beverage and other related vendors. The Contractor will procure all food vendors and will be responsible for all costs and compensation that may be due to any vendor. *Contractor must*

provide the CRA with a list of Food Trucks and tented food and beverage vendors participating in the Event prior to the Event. All vendors including local Dania Beach food vendors should be considered on the condition that the quality of their food meets the Event's required standards. Proposers should document experience securing food vendors and administering their compliance with insurance, health and safety regulations during an outdoor Event. All food vendors must comply with all local, state, Broward County Health Department and federal laws and the Event policies of the City/CRA.

Please Note: To refresh the Event and create continuing interest from the public, Contractor must rotate food and beverage/vendors appearance to add variety and maintain interest of the public to encourage attendance to the Event. Food and beverage vendor fees are to be made payable to the Contractor.

Also Please Note: The City of Dania Beach adopted a City ordinance prohibiting the distribution by vendors and Event participants of plastic straws. The Contractor must ensure that vendors and participants comply with the prohibition.

5. **ARTIST/CRAFTER VENDOR SELECTION.** The Contractor will manage the recruitment, qualification and notification of artist/crafter participants. The Contractor will be responsible for all costs and compensation that may be due to any artist/crafter. Proposers should submit examples of having secured artist/crafters exhibitors' applications and management of art exhibitor communication, coordination and placement upon approval of artist. CRA has the right to refer artists to Contractor for participation.

Please Note: To refresh the Event and create continuing interest from the public, Contractor must rotate the appearance of artists/vendors to add variety and maintain public interest in attending the Event. Artists fees are to be made payable to the Contractor.

6. **ALCOHOLIC BEVERAGES.** The sale of alcoholic beverages is permitted and all vendor fees are to be paid to the Contractor. The Contractor may decide to own and operate the bar during the Event. All required liquor safety laws must be adhered to including ensuring that alcohol is not sold to minors. The Event Contractor must obtain beer and liquor licenses for the Event and provide copies to the CRA. An up to date current liquor liability certificate of insurance must also be obtained and copies provided to the CRA.
7. **VOLUNTEERS.** The Contractor must provide the CRA with a list of volunteers being used and all volunteers must sign the CRA's Hold Harmless document provided for the Event. Volunteers and all staff must be properly attired and be courteous and respectful to all guests and CRA personnel. The CRA retains the right to direct Contractor to remove persons who do not comply with these requirements from the Event.

8. **MANAGE/SECURE SERVICE PROVIDERS FOR EVENT.** There are several services that are required for the Event. These include: portable sanitary facilities, stage, audio/sound; tents, tables, chairs, electricity generation through generators, lighting, signage, and other necessary contracted services. The Contractor must provide these services.

8.1: The CRA requires the following for artists/vendors

Artists' tents/canopies must be a pop-up design measuring 10'x10', clean, in good condition, and white. The CRA recommends that artists apply weights to their tents to take precautionary measures to avoid wind damage. All work must be displayed professionally. Tables must be covered to the ground. No storage boxes and other paraphernalia shall be visible.

Exhibits are to be completely set-up 30 minutes before opening of the Event. Set up and breakdown times will be strictly enforced. All artists must keep their booths open until the Event is over Contractor shall ensure that early booth closing is not tolerated.

8.2: Waste removal

Contractor must provide a waste removal plan for public and vendor use throughout the Event. Ample garbage bins with liners must be easily located to avoid trash droppings at the Event site. Garbage must be collected frequently, in bags and tied before placing in waste collection dumpsters/bins. The CRA will provide easy access to a waste collection dumpster/area for garbage to be stored.

8.3: Generators and Lighting

Contractor must provide silent/quiet generators for on-site provision of electricity. Some electricity may be obtained from light poles at the City Center. For safety reasons all electrical cords and conduits necessary for booth lighting, must be taped down, and clearly marked with bright tape to prevent accidents.

9. **EVENT PERMITTING.** A City/CRA operations committee will meet regularly as required with the Contractor to discuss the Event production. An important element is the Contractor's progress in obtaining the appropriate building and fire code permits and compliance with pertinent regulations of the City. The selected Contractor will submit, obtain and pay for all Gas plumbing permits, and BSO Fire and Police Permits and inspections for the Event.

Monthly inspections will be required for structural, electrical, plumbing, gas plumbing, all food cooking areas and food trucks. (See attachments for BSO Fire's requirements). The CRA will coordinate and pay for all structural, electrical, plumbing, and gas plumbing inspection costs.

10. **SAFETY AND SECURITY.** The Contractor will ensure all safety regulations are followed and safe practices are observed. The City of Dania Beach contracts with the Broward Sheriff's Department for police and fire services. The Contractor must

make arrangements with and pay BSO for police and fire service before the Events. Private security may be used to cover security at the City's Parking Garage if approved in advance in writing by City.

11. **EVENT MEETINGS.** The Contractor will participate in and provide leadership during all planning meetings. This will include meetings with CRA staff, and the City/BSO operations team. The meetings will be held monthly as necessary.
12. **EVENT TIMELINE** A critical element of success for the Event will be a detailed event timeline with the many items dovetailed to meet deadlines. The Contractor will develop and submit an Event timeline for all installations, deliveries, set-up, Event operations, and breakdown for each Event installment.
13. **ENTERTAINMENT** The Contractor will select entertainers and provide a lineup of musical acts for adults and activities for children. **Please Note:** To refresh the event and create continuing interest from the public, Contractor must rotate musical acts and activities for children to add variety and maintain public interest in attending the Event. Fees for entertainment are the responsibility of the Contractor.
14. **MARKETING AND ADVERTISING** The Contractor will design, develop and disseminate marketing and advertising print and digital materials at the Contractor's expense. All elements of the Marketing and Advertising plan produced must be approved in advance by the CRA in writing and all final documents provided to the CRA and its marketing consultants as required. The CRA reserves the right to change the Event logo and branding images if necessary after discussions with the Contractor.

Grant of Rights for Marketing and Advertising material:

- 14.a In consideration of the payment to Contractor, Contractor assigns to CRA and its successors in title all rights, title and interest in and to materials it prepares (and every part of such interests), including copyright, for the full period of copyright and other applicable rights, and all extensions and renewals of them, and CRA shall be free to use them (and any part of them) or authorize others to use the materials (and any part of them) in its absolute discretion, free from any claims and in perpetuity throughout the world.

Contractor shall produce requested digital images of logos, titles and art work designs,

- 14 .b Contractor acknowledges and agrees that CRA will own the entire rights (including copyright) in and to the materials. Contractor acknowledges and agrees that pursuant to the rights granted to CRA, it shall have the sole and exclusive right to (and authorize others to):

- (1) adapt and alter the materials (and any part of them); and
- (2) use, distribute, reproduce, communicate to the public, promote and exploit the materials (and any part of them).

Contractor acknowledges that CRA is under no obligation to use the materials (or any part of them) at any time.

15. SPONSORS: Contractor may secure cash and in-kind sponsors to defray costs to Contractor. The CRA may also secure cash and in-kind sponsors to defray costs to the CRA. CRA will solely determine in writing in advance which sponsors are appropriate and eligible for Event participation. CRA and Contractor will coordinate regarding Sponsors to ensure a variety of Sponsor types. Contractor will assist with all sponsor servicing, including grid creations pre-Event, on-site and post-Event fulfillment obligations.

16. EVENT CANCELLATION: The CRA may cancel the Event up to twenty four (24) hours prior to the start of the Event at no cost to the CRA. If the Event is cancelled at any time after the twenty four (24) hours has passed, the CRA will pay 50% of the Event monthly payment.

17. FEE SCHEDULE: A per show fee is to be provided to the Contractor for the services provided. This rate is inclusive of all costs for the services to be provided and shall not exceed \$5,800.00. The per show fee will be paid to the Contractor approximately two (2) weeks prior to each Event if Contractor provides an invoice in a timely fashion.

ITEMS AND SERVICES PROVIDED BY THE CRA

- a) Site preparation and related items such as.: street closure barricades, traffic cones, garbage truck or dumpster located near Event site to facilitate garbage disposal during the Event.
- b) Support with advertising and marketing of the Event.
- c) Support and guidance with the City permitting and inspection process.

PAYMENT FOR SERVICES:

The CRA agrees to pay Contractor an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00) for production and management services provided by Contractor. Contractor must submit invoices to the CRA for payment. The fee schedule below shall be payable by the CRA to the Contractor as follows:

Event Date	Payment Date	Payment Date
October 13, 2018	October 1, 2018	\$5,800.00
November 10, 2018	October 29, 2018	\$5,800.00
December 8, 2018	November 26, 2018	\$5,800.00

January 12, 2019	December 31, 2018	\$5,800.00
February 9, 2019	January 28, 2019	\$5,800.00
March 9, 2019	February 25, 2019	\$5,800.00
April 13, 2019	April 1, 2019	\$5,800.00
May 11, 2019	April 29, 2019	\$5,800.00
June 8, 2019	May 27, 2019	\$5,800.00
July 13, 2019	July 1, 2019	\$5,800.00
August 10, 2019	July 29, 2019	\$5,800.00
September 14, 2019	September 2, 2019	\$5,800.00

**FIRST RENEWAL OF AGREEMENT BETWEEN
THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
AND ATLANTIC STUDIOS, INC.**

This is a First Renewal of an Agreement (the “Renewal”), which Agreement dated December 11, 2018 (the “Agreement”) existed between the Dania Beach Community Redevelopment Agency, a public body corporate and politic, under Part III, Chapter 163, Florida Statutes (the “CRA”), with an address of 100 West Dania Beach Boulevard, Dania Beach, Florida 33004, and Atlantic Studios, Inc., a Florida Corporation (the “Consultant”) with an mailing address of P.O. Box 671012 Coral Springs, Florida 33067, to perform event production and management services in connection with the CRA’s monthly Dania After Dark event (the “Event”). The City of Dania Beach, Florida (the “City”) is not a party to this Agreement, but the parties agree that it has certain rights as expressed in this Agreement and that it is intended to be a third party beneficiary of the covenants in this Agreement.

The initial Agreement was dated December 11, 2018 and had a term through September 30, 2019 with an option to renew annually for up to a maximum of three (3) additional one-year periods. The Parties wish to renew the Agreement.

In consideration of the mutual covenants, terms and conditions contained in the Agreement and in this Renewal of it, and for other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree to the following:

1. That the existing Agreement with Atlantic Studios, Inc. , be renewed for a period beginning October 1, 2019 up to and through September 30, 2019, for the provision of event production and management services in connection with the CRA’s monthly Dania After Dark event.
2. That the terms and conditions of the Agreement dated December 11, 2018, will remain the same throughout the term of this Renewal of it with the exception of the following:
 - a. Section 8.1: Termination
The CRA Executive Director without cause may terminate this Agreement upon thirty (30) days’ written notice to the Contractor, or immediately for cause. Contractor may terminate with thirty (30) days’ written notice to the CRA.
3. The cost of the one (1) year Renewal is for an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00).
4. The Consultant agrees to perform consulting, procuring, and production services in connection with the “Event”, in accordance with the Scope of Services, which is attached as Exhibit “A”, and made a part of and incorporated into this Renewal by this reference.
5. That in all other respects, the Agreement is ratified and reaffirmed and remains in full force and effect.

IN WITNESS OF THE FOREGOING, the parties have executed this Renewal on _____, 2019.

CRA:

ATTEST:

**DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY**

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CHAIR

APPROVED FOR LEGAL FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

RICKELLE WILLIAMS
EXECUTIVE DIRECTOR

WITNESSES:

CONSULTANT:

**ATLANTIC STUDIOS, INC, a
Florida Corporation**

Signature

By:_____

PRINT Name

PRINT Name

Signature

Title

PRINT Name

STATE OF FLORIDA

COUNTY OF _____

The foregoing instrument was acknowledged before me on _____ 2019 by _____, as _____ of Atlantic Studios, Inc., a Florida Corporation, on behalf of the company. He/she is personally known to me or has produced _____, as identification.

NOTARY PUBLIC
State of Florida

My commission expires:

EXHIBIT “A”

SCOPE OF SERVICES

EXHIBIT “A”

SCOPE OF SERVICES

Items identified in the following scope of services will be prepared, managed and executed by the Contractor. The duties will be performed with the approval of the CRA Executive Director, together with CRA staff in compliance with all CRA and City financial, operational and risk management requirements.

The Event Contractor is responsible for providing turn-key production and management services for the annual art walk series (the “Events”) to occur on the second Saturday of each month (with the exception of February 2020 which will take place on the first Saturday) in twelve monthly installments beginning on October 12, 2019 and ending on September 12, 2020. The Event must start at 5:00 pm and end no later than 10:00 pm. All gas plumbing permits, Broward Sheriff’s Office (“BSO”) Fire and Police permits, and services for each Event must be procured, acquired and paid for by the Event Contractor. This is a free Event and no admission or parking fees may be charged. The Contractor will work with the Dania Beach CRA to discuss, coordinate and implement strategies for each Event.

EVENT PLAN

Contractor must provide an Event plan to the CRA. The plan should detail the following:

- Production schedule: Master Event day timeline and site plan.
- Marketing and advertising plan for twelve monthly installments of the Event. All marketing materials are to be provided to CRA in the format requested and delivered in a timely manner to CRA upon request.
- Strategies for outreach to and participation from local brick and mortar downtown businesses to be part of the Event experience.
- Permit Applications.
- Coordination with City Departments as necessary to obtain permits.
- Coordination with the BSO Police for safety and security.
- Coordination with BSO Fire for inspections.
- On-site Operations Management for load in and load out.
- Volunteer recruitment and coordination.
- Organizational Chart showing Project Manager and site crew for the Event days.
- Contact information for Project Manager, site crew and assistants.
- On Site Communication Plan. Include plans for communication with CRA staff, CRA Consultants and Organizations participating in DAD and Atrium Art Gallery are to be included.
- Provide information on proposed entertainment such as types of music and performers
- Provide 70 linear feet of space monthly for use by the CRA. CRA will have exclusive rights to use the space at its discretion in coordination with Event Contractor.

- Monthly written post-Event wrap up reports delivered via email no later than one week after each Event to CRA Executive Director. Reports should indicate the name and address of all vendors who and which participated in the Event.
- After the Event photos must be included with the post-Event wrap up reports and delivered by email or through large file transfer media.

LOGISTICS MANAGEMENT AND COORDINATION

1. **SITE DESIGN AND LAYOUT.** Contractor shall design, develop and implement a site map for the Event production, which shall include the locations of the following listed elements of the Event. The layout should be comprehensive and show full use of the entire available space to accommodate the public. The following must be included:
 - a. Alcoholic Beverage Bar
 - b. food trucks and tented food vendors
 - c. beverage vendors;
 - d. artists/crafters/others tented;
 - e. performance artists;
 - f. children's activities;
 - g. musical performances;
 - h. sponsor areas (CRA requires 70 linear feet for its use at each installment)
 - i. portable restrooms
 - j. Event parking for disabled persons, vendors, artists, sponsors and general public;
 - k. stage location and set up information
 - l. lighting for each tent (LED lighting preferred)
 - m. generators
 - n. audience layout for the entertainment area (tables, chairs and other seating should be provided by the Contractor)
2. **EVENT MANAGEMENT** Contractor will coordinate and manage all elements of the Event during Event hours to include agreed upon Event set up time, and time needed to break down, and cleanup of the Event site after the Event.
3. **VENDOR APPLICATIONS/LICENCES.** Contractor will determine all vendors and artists' fees, receive applications and make decisions regarding the selection of vendors, and provide information on all vendors to the CRA. All vendors including local Dania Beach artist vendors should be considered on the condition that the quality of their art meets the Event's required standards. All required licenses and permits must be obtained in a timely manner. Items at vendors' booths and vendor activities may not contain political or controversial advertising, imagery or items deemed to be objectionable by the CRA. ***All vendors and activities must be approved in writing by the CRA prior to the Event. The CRA reserves the right to remove from the Event any and all vendors who or which are not on the vendor list provided by the Contractor and therefore deemed unauthorized to vend at the Event.***

4. **FOOD AND BEVERAGE VENDOR SELECTION.** A key feature of the Event is its focus on dining al fresco through food trucks and tented food, beverage and other related vendors. The Contractor will procure all food vendors and will be responsible for all costs and compensation that may be due to any vendor. ***Contractor must provide the CRA with a list of Food Trucks and tented food and beverage vendors participating in the Event prior to the Event.*** All vendors including local Dania Beach food vendors should be considered on the condition that the quality of their food meets the Event's required standards. Proposers should document experience securing food vendors and administering their compliance with insurance, health and safety regulations during an outdoor Event. All food vendors must comply with all local, state, Broward County Health Department and federal laws and the Event policies of the City/CRA.

Please Note: To refresh the Event and create continuing interest from the public, Contractor must rotate food and beverage/vendors appearance to add variety and maintain interest of the public to encourage attendance to the Event. Food and beverage vendor fees are to be made payable to the Contractor.

Also Please Note: The City of Dania Beach adopted a City ordinance prohibiting the distribution by vendors and Event participants of plastic straws. The Contractor must ensure that vendors and participants comply with the prohibition.

5. **ARTIST/CRAFTER VENDOR SELECTION.** The Contractor will manage the recruitment, qualification and notification of artist/crafter participants. The Contractor will be responsible for all costs and compensation that may be due to any artist/crafter. Proposers should submit examples of having secured artist/crafters exhibitors' applications and management of art exhibitor communication, coordination and placement upon approval of artist. CRA has the right to refer artists to Contractor for participation.

Please Note: To refresh the Event and create continuing interest from the public, Contractor must rotate the appearance of artists/vendors to add variety and maintain public interest in attending the Event. Artists fees are to be made payable to the Contractor.

6. **ALCOHOLIC BEVERAGES.** The sale of alcoholic beverages is permitted and all vendor fees are to be paid to the Contractor. The Contractor may decide to own and operate the bar during the Event. All required liquor safety laws must be adhered to including ensuring that alcohol is not sold to minors. The Event Contractor must obtain beer and liquor licenses for the Event and provide copies to the CRA. An up to date current liquor liability certificate of insurance must also be obtained and copies provided to the CRA.
7. **VOLUNTEERS.** The Contractor must provide the CRA with a list of volunteers being used and all volunteers must sign the CRA's Hold Harmless document provided for the Event. Volunteers and all staff must be properly attired and be courteous and respectful to all guests and CRA personnel. The CRA retains the right

to direct Contractor to remove persons who do not comply with these requirements from the Event.

- 8. MANAGE/SECURE SERVICE PROVIDERS FOR EVENT.** There are several services that are required for the Event. These include: portable sanitary facilities, stage, audio/sound; tents, tables, chairs, electricity generation through generators, lighting, signage, and other necessary contracted services. The Contractor must provide these services.

8.1: The CRA requires the following for artists/vendors

Artists' tents/canopies must be a pop-up design measuring 10'x10', clean and in good condition. The CRA recommends that artists apply weights to their tents to take precautionary measures to avoid wind damage. All work must be displayed professionally. Tables must be covered. No storage boxes and other paraphernalia shall be visible.

Exhibits are to be completely set-up 30 minutes before opening of the Event. Set up and breakdown times will be strictly enforced. All artists must keep their booths open until the Event is over Contractor shall ensure that early booth closing is not tolerated.

8.2: Waste removal

Contractor must provide a waste removal plan for public and vendor use throughout the Event. Ample garbage bins with liners must be easily located to avoid trash droppings at the Event site. Garbage must be collected frequently, in bags and tied before placing in waste collection dumpsters/bins. The CRA will provide easy access to a waste collection dumpster/area for garbage to be stored.

8.3: Generators and Lighting

Contractor must provide silent/quiet generators for on-site provision of electricity. Some electricity may be obtained from light poles at the City Center. For safety reasons all electrical cords and conduits necessary for booth lighting, must be taped down, and clearly marked with bright tape to prevent accidents.

- 9. EVENT PERMITTING.** A City/CRA operations committee will meet regularly as required with the Contractor to discuss the Event production. An important element is the Contractor's progress in obtaining the appropriate building and fire code permits and compliance with pertinent regulations of the City. The selected Contractor will submit, obtain and pay for all Gas plumbing permits, and BSO Fire and Police Permits and inspections for the Event.

Monthly inspections will be required for structural, electrical, plumbing, gas plumbing, all food cooking areas and food trucks. (See attachments for BSO Fire's requirements). The CRA will coordinate and pay for all structural, electrical, plumbing, and gas plumbing inspection costs.

- 10. SAFETY AND SECURITY.** The Contractor will ensure all safety regulations are followed and safe practices are observed. The City of Dania Beach contracts with the Broward Sheriff's Department for police and fire services. The Contractor must make arrangements with and pay BSO for police and fire service before the Events. Private security may be used to cover security at the City's Parking Garage if approved in advance in writing by City.
- 11. EVENT MEETINGS.** The Contractor will participate in and provide leadership during all planning meetings. This will include meetings with CRA staff, and the City/BSO operations team. The meetings will be held monthly as necessary.
- 12. EVENT TIMELINE** A critical element of success for the Event will be a detailed event timeline with the many items dovetailed to meet deadlines. The Contractor will develop and submit an Event timeline for all installations, deliveries, set-up, Event operations, and breakdown for each Event installment.
- 13. ENTERTAINMENT** The Contractor will select entertainers and provide a lineup of musical acts for adults and activities for children. **Please Note:** To refresh the event and create continuing interest from the public, Contractor must rotate musical acts and activities for children to add variety and maintain public interest in attending the Event. Fees for entertainment are the responsibility of the Contractor.
- 14. MARKETING AND ADVERTISING** The Contractor will design, develop and disseminate marketing and advertising print and digital materials at the Contractor's expense. All elements of the Marketing and Advertising plan produced must be approved in advance by the CRA in writing and all final documents provided to the CRA and its marketing consultants as required. The CRA reserves the right to change the Event logo and branding images if necessary after discussions with the Contractor.

Grant of Rights for Marketing and Advertising material:

- 14.a** In consideration of the payment to Contractor, Contractor assigns to CRA and its successors in title all rights, title and interest in and to materials it prepares (and every part of such interests), including copyright, for the full period of copyright and other applicable rights, and all extensions and renewals of them, and CRA shall be free to use them (and any part of them) or authorize others to use the materials (and any part of them) in its absolute discretion, free from any claims and in perpetuity throughout the world.
- Contractor shall produce requested digital images of logos, titles and art work designs,**
- 14.b** Contractor acknowledges and agrees that CRA will own the entire rights (including copyright) in and to the materials. Contractor acknowledges and agrees that pursuant to the rights granted to CRA, it shall have the sole and exclusive right to (and authorize others to):

- (1) adapt and alter the materials (and any part of them); and
- (2) use, distribute, reproduce, communicate to the public, promote and exploit the materials (and any part of them).

Contractor acknowledges that CRA is under no obligation to use the materials (or any part of them) at any time.

- 15. SPONSORS:** Contractor may secure cash and in-kind sponsors to defray costs to Contractor. The CRA may also secure cash and in-kind sponsors to defray costs to the CRA. CRA will solely determine in writing in advance which sponsors are appropriate and eligible for Event participation. CRA and Contractor will coordinate regarding Sponsors to ensure a variety of Sponsor types. Contractor will assist with all sponsor servicing, including grid creations pre-Event, on-site and post-Event fulfillment obligations.
- 16. EVENT CANCELLATION:** The CRA may cancel the Event up to twenty four (24) hours prior to the start of the Event at no cost to the CRA. If the Event is cancelled at any time after the twenty four (24) hours has passed, the CRA will pay 50% of the Event monthly payment.
- 17. FEE SCHEDULE:** A per show fee is to be provided to the Contractor for the services provided. This rate is inclusive of all costs for the services to be provided and shall not exceed \$5,800.00. The per show fee will be paid to the Contractor approximately two (2) weeks prior to each Event if Contractor provides an invoice in a timely fashion.

ITEMS AND SERVICES PROVIDED BY THE CRA

- a) Site preparation and related items such as: access to the parking garage with approximately 200 spaces for the public during setup, event hours and load-out; street closure barricades; traffic cones; garbage truck or dumpster located near Event site to facilitate garbage disposal during the Event.
- b) Support with advertising and marketing of the Event.
- c) Support and guidance with the City permitting and inspection process. CRA will cover costs for master premises permit and inspection fees for plumbing (restroom), electrical and structural. These costs and fees will be paid directly to the City of Dania Beach Building Department by the CRA. If more than one fire inspector is required, the CRA will pay the cost of the additional inspector directly to BSO Fire.
- d) For special editions of Dania After Dark events such as the 115th Birthday Celebration on November 9, 2019 and the Super Bowl event on February 1, 2020, the CRA will cover costs for additional permits, security, tents, tables, chairs, entertainment, staging, restrooms, sanitation, power (if necessary), marketing and promotions above and beyond those required for each monthly installment of the

Event. All additional goods and services required for these special editions of Dania After Dark will be procured directly by the CRA.

PAYMENT FOR SERVICES:

The CRA agrees to pay Contractor an amount not to exceed Sixty Nine Thousand Six Hundred Dollars (\$69,600.00) for production and management services provided by Contractor. Contractor must submit invoices to the CRA for payment. The fee schedule below shall be payable by the CRA to the Contractor as follows:

Event Date	Payment Date	Payment Due
October 12, 2019	October 1, 2019	\$5,800.00
November 9, 2019	October 28, 2019	\$5,800.00
December 14, 2019	December 2, 2019	\$5,800.00
January 11, 2020	December 30, 2019	\$5,800.00
February 1, 2020	January 20, 2020	\$5,800.00
March 14, 2020	March 2, 2020	\$5,800.00
April 11, 2020	March 30, 2020	\$5,800.00
May 9, 2020	April 27, 2020	\$5,800.00
June 13, 2020	June 1, 2020	\$5,800.00
July 11, 2020	June 29, 2020	\$5,800.00
August 8, 2020	July 27, 2020	\$5,800.00
September 12, 2020	August 31, 2020	\$5,800.00

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Bids and Proposals

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION AUTHORIZING THE PROPER CRA OFFICIALS TO AWARD A BID RELATED TO REQUEST FOR PROPOSALS (RFP NO. CRA-19-001) TO FLORIDA CDI, LLC/CHRISTMAS DESIGNERS FOR 2019 HOLIDAY LIGHTING AND DECORATIONS; AUTHORIZING THE PROPER CRA OFFICIALS TO NEGOTIATE AN AGREEMENT

Purchasing Requests ONLY

Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

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Exhibits Attached

Memo RFP 19-001 2019 Holiday Lighting and Decorations Bid Award, R-2019-CRA- Florida CDI, LLC-Christmas Designers Bid Award for 2019 Holiday Lighting and Decorations, RFP 19-001 Score Sheets, RFP 19-001 Tabulation Sheet Holiday Lighting

To: Chair, Vice Chair and Board of Directors
From: Rickelle Williams, Executive Director
Date: August 27, 2019
Re: **Request to approve bid award to Florida CDI, LLC/Christmas Designers for RFP CRA-19-001: 2019 Holiday Loghitng and Decorations**

Redevelopment Plan (adopted 2015):

Redevelopment Goal 1 - To Enhance and Reinforce the CRA Sub Areas

Background

The Community Redevelopment Agency (CRA) Board authorized the advertisement for 2019 Holiday Lighting and Decorations on June 11, 2019 pursuant to Resolution No. 2019-CRA-010. The CRA posted and advertised Request for Proposal ("RFP") No. CRA-19-001 on the City of Dania Beach's website, Demand Star and in the Sun-Sentinel newspaper on July 19, 2019.

The bid opening was held on Friday, August 9, 2019 at 10:30 a.m. and two (2) bidders, Florida CDI, LLC/Christmas Designers and Miami Christmas Lights, submitted their respective proposals. The Evaluation Committee held a review meeting on August 14, 2019 at 10:00 a.m. at City Hall to evaluate the proposals received. Both bidders were found to be responsible and responsive.

The bidders ranked as follows based on total points for all Evaluation Committee members:

- Rank #1: Florida CDI, LLC/Christmas Designers
Total Points: 363 out of 400
- Rank #2: Miami Christmas Lights
Total Points: 331 out of 400

Fiscal Impact

Funding is proposed in the Fiscal Year 2019-2020 budget in the Professional Services Redevelopment Initiatives Account 106-52-02-552-31-42 and as such, any contract will be negotiated for Fiscal Year 2019-2020, pending approval of the Fiscal Year 2019-2020 Budget.

Recommendation

the Evaluation Committee recommends awarding the bid to Florida CDI, LLC/Christmas Designers, and negotiating an agreement with Florida CDI, LLC/Christmas Designers, subject to CRA Board approval

Attachments

Resolution
Evaluation Committee Member Score Sheets
Evaluation Committee Tabulation Sheet

RESOLUTION NO. 2019-CRA-017

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 AWARD A BID RELATED TO REQUEST FOR PROPOSALS (RFP NO. CRA-19-001) TO FLORIDA CDI, LLC/CHRISTMAS DESIGNERS FOR 2019 HOLIDAY LIGHTING AND DECORATIONS; AUTHORIZING THE PROPER CRA OFFICIALS TO NEGOTIATE AN AGREEMENT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the Community Redevelopment Agency ("CRA") Board authorized the advertisement for 2019 Holiday Lighting and Decorations on June 11, 2019 pursuant to Resolution No. 2019-CRA-010; and

WHEREAS, the CRA posted and advertised Request for Proposal ("RFP") No. CRA-19-001 on the City of Dania Beach's website, Demand Star and in the Sun-Sentinel newspaper on July 19, 2019; and

WHEREAS, the bid opening was held on Friday, August 9, 2019 at 10:30 a.m.; and

WHEREAS, two (2) bidders, Florida CDI, LLC/Christmas Designers and Miami Christmas Lights, submitted their respective proposals; and

WHEREAS; the Evaluation Committee held a review meeting on August 14, 2019 at 10:00 a.m. at City Hall to evaluate the proposals received; and

WHEREAS, the Evaluation Committee consisted of Rafael Acosta (Parks and Recreation Department), Logan Peirce (Public Services Department), Kathleen Weekes (CRA), and Rickelle Williams (CRA); and

WHEREAS, the proposals were evaluated by each of the four (4) Evaluation Committee members out of one hundred (100) maximum points based on the following criteria:

20 points- Strength of the overall proposal

25 points- Experience with similar large scale holiday decorations for municipalities

15 points- Innovative, creative approach to rendering the required services

15 points- Proven experience to complete projects in a timely and professional manner

25 points- Pricing

WHEREAS, both bidders were found to be responsible and responsive; and

WHEREAS, the bidders ranked as follows based on total points for all Evaluation Committee members:

Rank #1: Florida CDI, LLC/Christmas Designers

Total Points: 363 out of 400

Rank #2: Miami Christmas Lights

Total Points: 331 out of 400

WHEREAS, the Evaluation Committee recommends awarding the bid to Florida CDI, LLC/Christmas Designers, and negotiating an agreement with Florida CDI, LLC/Christmas Designers, subject to CRA Board approval; and

WHEREAS, funding is proposed in the Fiscal Year 2019-2020 budget in the Professional Services Redevelopment Initiatives Account 106-52-02-552-31-42 and as such, any contract will be negotiated for Fiscal Year 2019-2020, pending approval of the Fiscal Year 2019-2020 Budget.

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

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

Section 2. That the CRA Board approves the bid award for Request for Proposal (RFP) No. CRA-19-001 2019 Holiday Lighting and Decorations to Florida CDI, LLC/Christmas Designers.

Section 3. That the proper CRA officials are authorized to negotiate an Agreement with Florida CDI, LLC/Christmas Designers for 2019 Holiday Lighting and Decorations subject to CRA Board approval

Section 4. That funding is proposed in the Fiscal Year 2019-2020 budget in the Professional Services Redevelopment Initiatives Account 106-52-02-552-31-42 and as such, any contract will be negotiated for Fiscal Year 2019-2020, pending approval of the Fiscal Year 2019-2020 Budget.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in full force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on August 27, 2019.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA CLERK

LORI LEWELLEN
CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EVALUATION COMMITTEE SCORE SHEET**

RFP#: CRA-19-001

2019 Dania Beach Holiday Lighting and Decorations

August 14, 2019

	Evaluation Criteria	Max Score	Florida CDI, LLC/ Christmas Designers	Miami Christmas Lights
1	Strength of the overall proposal a) Cohesive decorative expression b) Clear understanding of requirements	20	19	18
2	Experience with similar large scale holiday decorations for municipalities a) Number, type, quality and scale of similar projects b) References from past projects	25	20	22
3	Innovative, creative approach to rendering the required services	15	14	14
4	Proven experience to complete projects in a timely and professional manner a) Availability of all equipment necessary to complete project b) Qualifications of Staff including number of licensed or certified staff c) Experience of staff on similar projects	15	14	14
5	Pricing	25	23	20/15
	Total	100	90	83

Evaluation Committee Member Name: Rafael Acosta

Evaluation Committee Member Signature: [Signature]



**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EVALUATION COMMITTEE SCORE SHEET**

RFP#: CRA-19-001

2019 Dania Beach Holiday Lighting and Decorations

August 14, 2019

	Evaluation Criteria	Max Score	Florida CDI, LLC/ Christmas Designers	Miami Christmas Lights
1	Strength of the overall proposal a) Cohesive decorative expression b) Clear understanding of requirements	20	18	16
2	Experience with similar large scale holiday decorations for municipalities a) Number, type, quality and scale of similar projects b) References from past projects	25	20	18
3	Innovative, creative approach to rendering the required services	15	13	10
4	Proven experience to complete projects in a timely and professional manner a) Availability of all equipment necessary to complete project b) Qualifications of Staff including number of licensed or certified staff c) Experience of staff on similar projects	15	12	14
5	Pricing	25	20	18
	Total	100	83	76

Evaluation Committee Member Name: Logan Peirce

Evaluation Committee Member Signature: Heins



**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EVALUATION COMMITTEE SCORE SHEET**

RFP#: CRA-19-001

2019 Dania Beach Holiday Lighting and Decorations

August 14, 2019

	Evaluation Criteria	Max Score	Florida CDI, LLC/ Christmas Designers	Miami Christmas Lights
1	Strength of the overall proposal a) Cohesive decorative expression b) Clear understanding of requirements	20	18	16
2	Experience with similar large scale holiday decorations for municipalities a) Number, type, quality and scale of similar projects b) References from past projects	25	23	23
3	Innovative, creative approach to rendering the required services	15	13	13
4	Proven experience to complete projects in a timely and professional manner a) Availability of all equipment necessary to complete project b) Qualifications of Staff including number of licensed or certified staff c) Experience of staff on similar projects	15	15	13
5	Pricing	25	24	20
	Total	100	93	85

Evaluation Committee Member Name: KATHLEEN A. WEEKES

Evaluation Committee Member Signature: 



**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EVALUATION COMMITTEE SCORE SHEET**

RFP#: CRA-19-001

2019 Dania Beach Holiday Lighting and Decorations

August 14, 2019

	Evaluation Criteria	Max Score	Florida CDI, LLC/ Christmas Designers	Miami Christmas Lights
1	Strength of the overall proposal a) Cohesive decorative expression b) Clear understanding of requirements	20	18	17
2	Experience with similar large scale holiday decorations for municipalities a) Number, type, quality and scale of similar projects b) References from past projects	25	25	22
3	Innovative, creative approach to rendering the required services	15	14	13
4	Proven experience to complete projects in a timely and professional manner a) Availability of all equipment necessary to complete project b) Qualifications of Staff including number of licensed or certified staff c) Experience of staff on similar projects	15	15	15
5	Pricing	25	25	20
	Total	100	97	87

Evaluation Committee Member Name:

Rickelle Williams

Evaluation Committee Member Signature:

Rickelle Williams

**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
EVALUATION COMMITTEE TABULATION SHEET**

**RFP#: CRA-19-001 2019 Dania Beach Holiday Lighting and Decorations
August 14, 2019**

	Evaluation Criteria	Max Score	Florida CDI, LLC/ Christmas Designers				Total	Miami Christmas Lights				Total
	Evaluation Committee Member		Rafael Acosta	Logan Pierce	Kathleen Weekes	Rickelle Williams		Rafael Acosta	Logan Pierce	Kathleen Weekes	Rickelle Williams	
1	Strength of the overall proposal a) Cohesive decorative expression b) Clear understanding of requirements	20	19	18	18	18	73	18	16	16	17	67
2	Experience with similar large scale holiday decorations for municipalities a) Number, type, quality and scale of similar projects b) References from past projects	25	20	20	23	25	88	22	18	23	22	85
3	Innovative, creative approach to rendering the required services	15	14	13	13	14	54	14	10	13	13	50
4	Proven experience to complete projects in a timely and professional manner a) Availability of all equipment necessary to complete project b) Qualifications of Staff including number of licensed or certified staff c) Experience of staff on similar projects	15	14	12	15	15	56	14	14	13	15	56
5	Pricing	25	23	20	24	25	92	15	18	20	20	73
	Total	100	90	83	93	97	363	83	76	85	87	331

MEMORANDUM

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: August 27, 2019
Re: **115th Birthday Celebration at Dania After Dark**

Background

At the reconvened CRA Board meeting held on August 13, 2019, the CRA Board, by consensus, authorized a budget of Ten Thousand Dollars (\$10,000.00) for the 115th Birthday Celebration at Dania After Dark. A request was made to identify the elements to be included in the budget. The table below outlines the estimated costs for the goods and services that CRA staff would like to procure.

Item Description	Expense (\$)	Revenue (\$)
Commemorative Logo Design	200.00	
Commemorative Key Rings - Giveaway	500.00	
Commemorative Art Piece for display in cul-de-sac	1,000.00	
Decorative Banners for Stage	150.00	
Danish Tastings	700.00	
Junkanoo Band	1,000.00	
Kids Games/ Rock Wall/ Bounce House	2,500.00	
Portable Restrooms (2)	300.00	
Sanitation Extra Assistance	300.00	
Permits	700.00	
Police (additional officers)	1,000.00	
Private Security - Parking Areas	300.00	
Table Cloths	100.00	
Commemorative T-Shirts for Sale	600.00	\$1000.00
New 115th Banners in cul-de-sac	650.00	
Total	10,000.00	\$1000.00
Net Operating Cost	9,000.00	

The following is a list of items that the CRA will be requesting from the City of Dania Beach:

- Extra tables
- Extra chairs
- Marketing support

To: Chair, Vice Chair and Board of Directors
From: Rickelle Williams, Executive Director
Date: August 27, 2019
Re: Amendment to CRA Executive Director Employment Agreement

Background

Since November 2017, it has been an honor, privilege and pleasure to serve the residents of the City of Dania Beach under the direction and guidance of the Dania Beach Community Redevelopment Agency (CRA) Board. When I first began in this position, I felt that there was a great challenge and opportunity ahead. I still share those feelings because I see so much potential for the CRA and the entire City. With your policy direction, the Dania Beach CRA is recognized across the State of Florida as a model of what a small but tenacious CRA can achieve. However, there continues to be tremendous room for growth in terms of what this CRA is capable of accomplishing. With that thought in mind, attached you will find an amendment to my existing employment agreement for your review and approval. As I have included in the proposed amendment to my employment agreement, I welcome the opportunity for my work performance to be reviewed and evaluated by the CRA Board on an annual basis. The summary below outlines a list of the terms that are being proposed since the last contract was executed.

1. The term of the Agreement will be for a three year period, beginning October 1, 2019 and ending on September 30, 2022.
2. The salary will increase from One Hundred Sixteen Thousand Four Hundred Eighty Dollars (\$116,480.00) per year to an annual salary of One Hundred Forty Thousand Dollars (\$140,000.00).
3. Severance pay will increase from twelve (12) weeks to twenty (20) weeks.
4. An annual increase will be a minimum of three percent (3%) or an amount equivalent to the negotiated and specified in the General Employees Collective Bargaining Agreement.
5. An annual performance review may be conducted each August by the CRA Board.
6. That in all other respects, the Agreement is ratified and reaffirmed, and remains in full force and effect.

There are no changes or increases being proposed for existing benefits such as expense allowance, cell phone allowance, sick days, vacation days, personal time, health insurance and pension.

Recommendation

It is recommended that the CRA Board review and discuss the proposed terms and approve the Amendment to the Agreement.

RESOLUTION NO. 2019-CRA-018

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 AMENDMENT OF AN EMPLOYMENT AGREEMENT WITH RICKELLE WILLIAMS TO PROVIDE SERVICES AS EXECUTIVE DIRECTOR TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on November 14, 2017, the Dania Beach Community Redevelopment Agency Board (“CRA”) approved a one year employment agreement with Ms. Rickelle Williams to serve as the Executive Director of the CRA; and

WHEREAS, on September 18, 2018, the CRA entered into a two-year renewal of the Agreement, effective November 15, 2018 through November 15, 2020, which Agreement is attached as Exhibit “A”, and made a part of and incorporated into this Resolution by this reference; and

WHEREAS, the Board desires to continue employment of the Executive Director to serve as the CRA Executive Director pursuant to Section 163.356(3)(c), Florida Statutes; and

WHEREAS, the Executive Director desires to continue such employment; and

WHEREAS, the parties desire to set forth, in writing, an Amendment to the Agreement regarding terms of employment with the Board;

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 to be true and correct, and they are made a part of and are incorporated into this Resolution by reference.

Section 2. That the CRA authorizes an Amendment to the Agreement to be executed with the Executive Director by the proper CRA officials, a copy of which Amendment is attached as Exhibit “B”, and made a part of and incorporated into this Resolution by this reference for such services.

Section 3. That the Executive Director and CRA Attorney are authorized to make minor revisions to the Agreement as are deemed necessary and proper for the best interests of the CRA.

Section 4. That funding for this service is planned and is in the Community Redevelopment Agency budget for Fiscal Year 2019-2020 in the Salaries and Wages Account 106-52-01-552-12-10.

Section 5. That all resolutions or parts of resolutions in conflict with this Resolution are repealed to the extent of such conflict.

Section 6. That this Resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on August 27, 2019.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA CLERK

LORI LEWELLEN
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

EMPLOYMENT AGREEMENT
COMMUNITY REDEVELOPMENT AGENCY EXECUTIVE DIRECTOR

THIS IS AN EMPLOYMENT AGREEMENT (the "Agreement") entered into and effective as of November 15, 2018, between THE BOARD OF COMMISSIONERS (the Board") OF THE CITY OF DANIA BEACH, FLORIDA COMMUNITY REDEVELOPMENT AGENCY ("CRA"), and RICKELLE WILLIAMS, an individual (the "Executive Director"), jointly referred to as "the Parties".

WHEREAS, the Board desires to continue employment of the Executive Director to serve as the CRA Executive Director pursuant to Section 163.356(3)(c), Florida Statutes; and

WHEREAS, the Executive Director desires to continue such employment; and

WHEREAS, the parties desire to set forth in writing in this Agreement the terms of employment with the Board.

In consideration of the mutual covenants, terms and conditions contained in this Agreement, and other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree as follows:

Section 1 - Duties of the Executive Director.

Executive Director is employed by and shall report to the Board and shall perform the functions and duties specified in the job description (attached as Exhibit "A" and incorporated by this reference) and the services listed in Exhibit "B" (attached and incorporated by this reference) and such other functions and duties as otherwise prescribed by the Board from time to time. The Executive Director is not and shall not be considered an employee of the City. The Executive Director shall not be covered by the City's Civil Service System and City rules and regulations and shall have no rights under them.

Section 2 – Term.

2.1. Executive Director agrees to remain in the exclusive employ of Board from the date of renewal, Thursday, November 15, 2018 and upon complete execution of this Agreement for a period of two (2) years (the "Term" of employment), and Executive Director agrees neither to accept other employment nor to become employed by any other employer until such termination date, unless the termination date is altered as provided below. The Parties agree that this Agreement may be renewed upon their mutual written agreement. Board and Executive Director shall mutually communicate their respective intent to renew at least thirty (30) days prior to expiration of the term.

2.2. Nothing in this Agreement shall prevent, limit or otherwise interfere with the right of the Board to terminate the services of Executive Director at any time, subject only to compliance with the provisions set forth in Section 3 of this Agreement. It is understood between

the parties to this Agreement that Executive Director shall be considered an “at will” employee, subject, however, to the terms of this Agreement.

2.3 Nothing in this Agreement shall prevent, limit or otherwise interfere with the right of the Executive Director to resign at any time from the position with the Board, subject only to compliance with the provisions set forth in Section 4 of this Agreement.

Section 3 – Termination.

3.1 The Board may terminate the employment of Executive Director without cause at any time, without any reason or reasons given.

3.2 In the event the Executive Director is terminated without cause by the Board before the expiration of the term of employment as set forth in Paragraph 2.1 of this Agreement, and during such time the Executive Director is willing and able to perform the duties under this Agreement, then the Executive Director shall receive a lump sum severance payment equal to three months (12 weeks) of her salary (in accordance with the Board’s normal payroll practices and procedure) and shall be compensated for all earned and accrued sick leave and vacation leave as of the date of termination to the same extent as such accruals are earned by Department Heads of the City of Dania Beach, Florida (the “City”).

3.3 Notwithstanding the provisions of Section 3.2, in the event Executive Director is terminated for misconduct as defined in Section 443.036(30), Florida Statutes, the CRA shall have no obligation to pay the Executive Director any severance pay or for any earned and accrued sick leave or vacation leave. Misconduct includes, but is not limited to: (i) breach of any material term or condition of this Agreement; (ii) conviction of a felony; (iii) gross insubordination; or (iv) willful neglect of duty.

Section 4 – Resignation

4.1 In the event Executive Director wishes to voluntarily resign without cause from the position before expiration of the Term of employment, then Executive Director shall provide the Board with at least one (1) month’s written notice in advance, unless the parties otherwise agree in writing. Upon receipt of such notice, the Board may, at its sole discretion, advance (accelerate) the effective date of such termination of employment to any earlier date as may be determined by the Board (“Actual Date of Termination”) in which case the Board shall pay Executive Director those wages that Executive Director would have earned if not for the acceleration of the Proposed Date of Termination which in any event shall not exceed a maximum of thirty (30) days of wages. Such payment shall be paid in a single lump sum payment or in accordance with the Board’s normal payroll practices and procedure during the thirty (30) calendar day period immediately following the Actual Date of Termination. In the event of resignation by the Executive Director under this Section, the Board shall pay Executive Director all earned and accrued sick and vacation leave calculated at the rate of pay in effect upon the date of the resignation, provided the Executive Director has given proper notice as stated above. Executive Director understands and agrees that a resignation without notice will result in non-payment of all earned accruals by the Board.

4.2 In the event the Executive Director resigns with cause before the expiration of the term of employment as set forth in Paragraph 2.1 of this Agreement, then the Executive Director shall receive a lump sum severance payment equal to three months of her salary (in accordance with the Board's normal payroll practices and procedure) and shall be compensated for all earned and accrued sick leave and vacation leave as of the date of termination to the same extent as such accruals are earned by Department Heads of the City of Dania Beach, Florida (the "City"). For purposes of this section 4.2, "with cause" shall mean: (a) any breach of this Agreement by the Board or CRA; (b) any material reduction in the terms, conditions, or responsibilities of the Executive Director; or (c) any reduction to the annual salary of the Executive Director.

Section 5 - Salary

5.1 The Executive Director shall receive an annual salary of One Hundred Sixteen Thousand Four Hundred Eighty Dollars (\$116,480.00) payable in accordance with the same payment procedures that apply to Department Heads of the City.

5.2 The Executive Director shall be entitled to any salary increase, merit increase or cost of living allowance negotiated and agreed upon by the City in accordance with the same procedures that apply to Department Heads of the City.

5.3 The Executive Director may receive a performance evaluation from the Board and, if favorable, may be entitled to a merit-based salary increase in accordance with applicable City policies. Nothing in this Section shall limit the ability of the Board to evaluate the performance of the Executive Director more frequently.

Section 6 - Hours of Work.

The Executive Director is an exempt employee under the Fair Labor Standards Act and is required to work as many hours as are necessary to perform the duties of the position. However, the Executive Director is expected to be ready, willing and able to work during the CRA's regular business hours, which are Monday through Friday, from 9:00_ a.m. to 5:00 p.m. It is understood and agreed that, from time to time, the Executive Director will be required to attend evening or weekend meetings in connection with CRA events and programs, and that no additional compensation of any kind shall be paid to the Executive Director for her participation in such events and programs or for other work or services performed outside of regular CRA business hours.

Section 7 - Benefits.

As an employee of the Board, which operates under the same federal ID number as the City, Executive Director will be eligible for health and pension benefits which will be made available to Executive Director to the same extent as made available to City Department Heads. The Benefits Summary and Employee Benefits Handbook is attached as composite Exhibit "C" and is incorporated by this reference.

Section 8 - Professional Development.

Board agrees to pay the professional dues, memberships, subscriptions and travel expenses of Executive Director for professional participation in meetings and conferences associated with Executive Director's employment and professional development. Travel must be requested and approved by the Board in advance, consistent with the travel policies of the City.

Section 9 - General Expenses.

The Finance Director of the City or designee is authorized to disburse funds from the appropriate Board account in the amount of \$500.00 per month, on the same date as monthly expense allowance funds are disbursed to City Department Heads, for use by the Executive Director for personal expenses associated with employment under this Agreement.

Section 10 - Paid Leave

10.1 Executive Director shall accrue 4.62 hours of vacation per pay period and is subject to the same accrual provisions as City Department Heads.

10.2 Executive Director shall accrue eight (8) hours of sick leave per month and is subject to the same accrual provisions as City Department Heads.

10.3 Executive Director shall be entitled to "personal" days. The personal time shall be accrued as follows: a total of forty (40) hours as of the start of each annual term.

10.4 Executive Director shall be entitled to paid holidays in accordance with the City policy applicable to full-time City employees.

Section 11 - Conflict of Interest Prohibition.

11.1 Executive Director shall not, without the express prior written approval of the Board, individually, or as a partner, joint venturer, officer, shareholder or any other similar position of any kind or nature whatsoever, invest or participate in any business venture which conducts or intends to conduct business within the corporate limits of the City. Executive Director currently serves as an adjunct professor at the Miami-Dade College School of Business and is authorized to continue to serve in that capacity. Such service shall not conflict with employment under this Agreement and shall be confined to evening hours during weekdays, weekends or both.

11.2 Except for purchase of a personal residence, Executive Director shall not own or invest in any real property within the corporate limits of the City, without prior notification to and advance written approval by the Board, which approval may be withheld by the Board in its sole discretion.

Section 12 - Other Terms and Conditions of Employment.

12.1 The Board, in consultation with the Executive Director shall fix any such other terms and conditions of employment as the Board may determine from time to time, relating to the performance of Executive Director, provided such terms and conditions are not inconsistent with or in conflict with the provisions of this Agreement, or any other law.

12.2 In order to enhance the ability of the CRA to create the type of redevelopment that it desires and to leverage resources that are currently available, the CRA shall, during the tenure of the Executive Director, continue memberships in the Florida Redevelopment Association, Florida Community Development Association, Florida Economic Development Council, and the Florida Housing Coalition, each of which are subject to funding availability as determined by the Board in its sole discretion.

Section 13 - General Provisions.

13.1 This Agreement contains the complete understanding of the parties and supersedes any oral statements or representations made by the parties. This Agreement shall not be amended unless the same formality is observed as was used in the formation of this Agreement.

13.2 The rights and obligations granted in this Agreement are personal in nature and cannot be transferred or assigned by the Executive Director.

13.3 This Agreement shall become effective upon complete execution by both parties.

13.4 If any provision or any portion of this Agreement is held unconstitutional, invalid or unenforceable, the remainder of this Agreement or unaffected portions of it shall not be affected and shall remain in full force and effect.

13.5 All claims, counterclaims, disputes and other matters in question between the Board and Executive Director arising out of, relating to or pertaining to this Agreement, or the breach of it, or its duties or services, or the standard of performance required in it, shall be addressed by resort to non-binding mediation as authorized under the laws and rules of Florida; provided, however, that in the event of any dispute between the parties, the parties agree to first negotiate with each other for a resolution of the matter or matters in dispute and, upon failure of such negotiations to resolve the dispute, the parties shall resort to mediation.

13.6 If mediation is unsuccessful, any such matter may be determined by litigation in a court of competent jurisdiction. For any legal action arising out of or pertaining to this Agreement, venue shall be in the Circuit Court for the Seventeenth Judicial Circuit in and for Broward County, Florida, or the federal District Court in the Southern District of the United States. Each party further agrees that venue of any action to enforce this Agreement shall be in Broward County, Florida. In any litigation, the parties agree to each waive any trial by jury of any and all issues. In the event of any litigation which arises out of, pertains to, or relates to this

Agreement, or the breach of it, or the standard of performance required in it, the prevailing party shall be entitled to her or its reasonable attorney's fees and costs..

13.7 Executive Director and Board each had assistance of legal counsel or the opportunity and means to retain such assistance in connection with the preparation and review of the terms of this Agreement and none of the provision of this Agreement shall be construed more strictly against one party or the other, since the parties mutually negotiated the terms of this Agreement and it was prepared in writing accordingly.

SIGNATURES ON THE FOLLOWING PAGE

IN WITNESS OF THE FOREGOING, the parties have executed this Agreement effective on the date first appearing above.

**DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY**

ATTEST:

BY: Thomas Schneider
Thomas Schneider, CRA Clerk

BY: Tamara James
Tamara James, CRA Chairperson

APPROVED AS TO LEGAL FORM AND CORRECTNESS:

BY: Thomas J. Ansbro
Thomas J. Ansbro, CRA Attorney



Signed, sealed and delivered
in the presence of the following witnesses:

Tha Denise White Davis
PRINT NAME

Tha Denise White Davis
Signature

Kisha Payen
PRINT NAME

K Payen
Signature

CRA EXECUTIVE DIRECTOR

Rickelle Williams
Signature

Rickelle Williams
PRINT NAME

STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me on September 18,
2018, by Rickelle Williams who is personally known to me or has produced
_____ as identification and did (did not) take an oath.

My Commission Expires: July 6, 2019

Kathleen A. Weekes
Notary Public, State of Florida

KATHLEEN A. WEEKES
Printed Name of Notary



**AMENDMENT TO AN EXISTING EMPLOYMENT AGREEMENT BETWEEN
THE CITY OF DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
("CRA") AND RICKELLE WILLIAMS, EXECUTIVE DIRECTOR OF THE CRA**

This is an Amendment (the "Amendment") to an Agreement (the "Agreement") existing between the City of Dania Beach Community Redevelopment Agency ("CRA") and Rickelle Williams, an individual (the "Executive Director"), jointly referred to as the Parties. A copy of the Agreement dated November 15, 2018 is attached as Exhibit "A", and it is made a part of and incorporated into this Amendment by this reference.

In consideration of the mutual covenants, terms and conditions contained in the Amendment, and other good and valuable consideration, the adequacy and receipt of which are acknowledged and agreed upon, the parties agree as follows:

1. The term of the Agreement will be for a three year period, beginning October 1, 2019 and ending on September 30, 2022.
2. The salary will increase from One Hundred Sixteen Thousand Four Hundred Eighty Dollars (\$116,480.00) per year to an annual salary of One Hundred Forty Thousand Dollars (\$140,000.00).
3. Severance pay (which is currently twelve (12) weeks as specified in the Agreement) will increase to twenty (20) weeks.
4. An annual increase will be a minimum of three percent (3%) or an amount equivalent to the negotiated and specified amount in the General Employees Collective Bargaining Agreement.
5. An annual performance review may be conducted each August by the CRA Board.
6. That in all other respects, the Agreement is ratified and reaffirmed, and remains in full force and effect.

SIGNATURES ON THE FOLLOWING PAGE

IN WITNESS OF THE FOREGOING, the parties have executed this Amendment effective on the date first appearing above.

ATTEST:

DANIA BEACH COMMUNITY
REDEVELOPMENT AGENCY

THOMAS SCHNEIDER, CMC
CRA CLERK

LORI LEWELLEN
CRA CHAIRPERSON

APPROVED AS TO LEGAL FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

WITNESSES:

CRA EXECUTIVE DIRECTOR

Signature

Signature

PRINT Name

Rickelle Williams
PRINT Name

Signature

PRINT Name

STATE OF FLORIDA
COUNTY OF BROWARD

The foregoing instrument was acknowledged before me on _____,
2019, by Rickelle Williams who is personally known to me or has produced _____
as identification.

NOTARY PUBLIC
State of Florida

PRINT Name of Notary

My Commission Expires:

EXHIBIT "A"
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
DANIA BEACH, FLORIDA

EXECUTIVE DIRECTOR
Classification Description

CLASSIFICATION TITLE: CRA Executive Director	FLSA Status: Exempt
DEPARTMENT: Community Redevelopment Agency	Union Status: Not Eligible
PAY RANGE:	\$85,000 - \$120,000 DOQ

WORK OBJECTIVE

This Position manages the day-to-day operations, planning, budgeting, capital acquisitions, public relations, real estate negotiations, professional service contracts and capital planning for the Community Redevelopment Agency (CRA) district. Advanced professional work focuses on the revitalization and community enhancement within the CRA district boundaries through redevelopment, capital improvement, and branding. Position serves as a liaison to businesses and property owners with the overall goal of enhancing the physical and economic character of the district. Negotiates contracts, develops incentives, recruits compatible development activity and supervises consultants and advisors. Handles day to day operations, oversees staff and manages annual budget.

ESSENTIAL FUNCTIONS

The list of essential functions, as outlined in this document, is intended to be representative of the tasks performed within this classification. It is not necessarily descriptive of any one position in the class. The omission of an essential function does not preclude the employer from assigning duties not listed in this document if such duties are logically related to the position.

- Provides oversight and management of federal/state grant programs designed to assist with redevelopment goals within the district.
- Provides comprehensive knowledge of redevelopment programs and financing. Develops potential incentive packages, provides market assessments/impacts, and monitors development trends.
- Writes developer requests for proposals for the purpose of disposing of CRA owned land for the purpose of redevelopment.
- Evaluates and drafts recommended updates and amendments to the CRA Plan.
- Prepares and manages annual CRA budget and compliance monitoring with F.S. Chapter 163 Part III.
- Assists with the development of capital projects included in the Community Redevelopment Plan; tracks the economic impact of those projects on redevelopment activities within the CRA.
- Makes public presentations to the CRA Board, City Commission and other public/private organizations regarding redevelopment, and CRA business, initiatives and focus.
- Serves as technical advisor to the Community Redevelopment Agency Board, City Commission and advisory boards. Prepares and manages CRA budgets; identifies and accesses funding sources; maintains relationships with funding sources and administers contractual agreements with other governmental agencies.
- Maintains relationships and partnerships with City staff and City initiated projects within the CRA.
- Responsible for the management and administration of capital projects within the CRA districts.
- Promotes and disseminates information about CRA activities to stakeholders through media, print and social media; attends and conducts various meetings and presentations.
- Acts as an ombudsman for development projects within the CRA and participates in the development review process.
- Negotiates contracts, incentives, developer agreements, and projects; administers same.
- Supervises clerical staff, consultants, and special projects.
- Acts as a community liaison pertaining to CRA initiated projects.

Community Redevelopment Agency Executive Director

- Informs and engages neighborhood associations, community groups and other stakeholders in the redevelopment process.

KNOWLEDGE, ABILITY AND SKILLS:

- Knowledge of professional services contracting, bidding procedures, and contract administration.
- Knowledge of the principles of budget administration and financial forecasting.
- Knowledge of the basic functions of Community Redevelopment Agencies and Florida state statutes pertaining to Community Redevelopment Agency and Special Districts.
- Ability to effectively analyze issues and problems and identify optimum solutions.
- Ability to plan, organize and implement duties and responsibilities defined by desired outcomes and objectives.
- Ability to gain cooperation through discussions and conflict resolution.
- Ability to manage complex problems with multiple stakeholders.
- Ability to interpret and apply applicable federal, state and local laws, rules, and regulations related to redevelopment programs.
- Ability to maintain effective working relationships with other governmental agencies, the private sector, and the public.
- Ability to use Windows-based word processing, electronic mail, spreadsheet, and database software.

MINIMUM QUALIFICATIONS

Graduate from an accredited four-year college or university with a degree in business administration, public administration, economics, urban planning, or a relevant area of study. Minimum of five (5) years of professional experience in urban planning, community development or redevelopment, economic development, or a related field, including at least three (3) years experience in a managerial position and managing complex projects. Prior governmental experience required. Must possess and maintain a valid state of Florida driver's license.

Knowledge of laws, ordinances, and codes dealing with redevelopment with emphasis on Florida's Community Redevelopment Act. Familiarity with planning principles and practices as applied to land development regulations, ability to communicate clearly and concisely, both verbally and in writing to groups and individuals. Has an ability to exercise sound judgment and take responsible actions as a CRA representative during contact with the public, elected and appointed officials, developers, and City employees. Ability to establish and maintain effective working relationships with City staff.

SPECIAL PREFERENCES

- Master's degree in business administration, public administration, economics, urban planning, or a relevant area of study.
- Experience with capital projects, budgeting, and marketing. Knowledge of Community Redevelopment Agencies and how they function.

PHYSICAL REQUIREMENTS

Must be physically able to operate various items of office related equipment, such as, but not limited to, word processor, computer, calculator, multi-line telephone, typewriter, copier, and facsimile machine, etc. Work involves sitting and standing for long periods. Work involves frequent typing, walking and occasional bending, lifting, and stooping. Must be able to lift and carry weights of up to ten pounds.

ENVIRONMENTAL REQUIREMENTS

The noise level in the work environment is usually moderate. Some tasks may require an employee to be exposed to outside weather conditions, wet or humid conditions or both, and there is risk of electric shock, such as, but not limited to, those generated by equipment which is powered by electricity.



Job Title:	CRA Executive Director
Department:	CRA
Union Eligible:	Not Eligible
Pay Grade:	123
FLSA Status:	Exempt

JOB DESCRIPTION

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions described herein. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this job description.

JOB SUMMARY

The incumbent manages the day-to-day operations, planning, budgeting, capital acquisitions, public relations, real estate negotiations, professional service contracts and capital planning for the Community Redevelopment (CRA) area. Advanced professional work focused on the revitalization and community enhancement within the CRA districts through redevelopment, capital improvement, and branding. The incumbent serves as a liaison to businesses and property owners with the overall goal of enhancing the physical and economic character of the districts. Negotiates contracts, develops incentives, recruits compatible development activity and supervises consultants and advisors. Handles day to day operations, oversees staff and manages annual budget.

ESSENTIAL JOB FUNCTIONS

- Prepares and manages CRA budgets; identifies and accesses funding sources; maintains relationships with funding sources and administers contractual agreements with other governmental agencies.
- Prepares and manages annual CRA budget and compliance monitoring with F.S. Chapter 163 Part III.
- Provides oversight and management of Federal/State Grant programs designed to assist with redevelopment goals within the districts.
- Develops potential incentive packages, provides market assessments/impacts, and monitors development trends.
- Assists with the development of capital projects included in the Community Redevelopment Plan; tracks the economic impact of those projects on redevelopment activities within the CRA.
- Makes public presentations to the CRA Board, City Commission and other public/private organizations regarding redevelopment, and CRA business, initiatives and focus.
- Serves as a Technical advisor to the Community Redevelopment Agency Board (City Commission) and advisory boards.
- Maintains relationships and partnerships with City staff and city initiated projects within the CRA.
- Promotes and disseminates information about CRA activities to stakeholders through media, print and social media; attends and conducts various meeting and presentations.
- Supervises clerical staff, consultants, and special projects.
- Acts as a community liaison pertaining to CRA initiated projects.

- Provides comprehensive knowledge of redevelopment programs and financing.
- Acts as an ombudsman for development projects within the CRA and participates in the development review process.
- Negotiates contracts, incentives, developer agreements, and projects.
- Performs related duties as directed when such duties are a logical and appropriate assignment to the position.

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of department practices and policies.
- Skill in the use small office equipment, including copy machines or multi-line telephone systems.
- Skill in using computers for word processing and accounting purposes.
- Ability to organize and communicate effectively.

MINIMUM EDUCATION AND EXPERIENCE REQUIREMENTS

Bachelor's Degree; five (5) years of related work experience; or an equivalent combination of training, education, and experience.

CERTIFICATION, LICENSE AND SPECIAL REQUIREMENTS

Possession of a valid driver's license with overall good driving record required. If driver's license is out of state, must be able to obtain a Florida driver's license within six (6) months of hire date.

PHYSICAL DEMANDS

This work is sedentary work and requires exerting up to 10 pounds of force occasionally and negligible amount of force constantly to move objects; work may also require fingering, hearing, mental acuity, speaking, standing, talking, and walking.

WORK ENVIRONMENT

Work requires decision making that could lead to major community or organizational consequences if this position fails to make the appropriate decision at the time.

The City of Dania Beach has the right to revise this position description at any time, and does not represent in any way a contract of employment.

I have read and understand this classification description and hereby certify that I am qualified to perform this job, with or without reasonable accommodation.

Employee Signature

Date

Supervisor (or HR) Signature

Date



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2018



100 W. Dania Beach
Boulevard
Dania Beach, FL 33004
954-924-6801
Daniabeachcra.org

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BOARD OF DIRECTORS



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY



Chair – Lori Lewellen
llewellen@daniabeachfl.gov



Vice Chair – Lauren Odman
lodman@daniabeachfl.gov



Board member – Chickie Brandimarte
cbrandimarte@daniabeachfl.gov



Board member – Bill Harris
bharris@daniabeachfl.gov



Board member – Tamara James
tamarajames@daniabeachfl.gov

MISSION STATEMENT

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

STAFF

Rickelle Williams, Executive Director
Kathleen Weekes, Manager
DeAndrae Spradley, Economic Development Manager
Kisha Payen, Coordinator

Kha White Davis, Administrative Specialist
Leon Carroll, Lead Farm & Market Coordinator
Carol Stokrocki, Farm & Market Coordinator
Skermey Clervil, Farm & Market Coordinator

LETTER FROM THE EXECUTIVE DIRECTOR



The 2017-2018 fiscal year has been pivotal for the Dania Beach Community Redevelopment Agency (CRA) as the Redevelopment Area has experienced significant growth and development. The growth being realized today is a direct result of the vision and strategic policymaking of the CRA Board to cultivate and transform Dania Beach as a destination city.

Fiscal year 2018 marked my first year serving as executive director and the commencement of several CRA initiatives aimed at revitalization, economic development and marketing. This year also brought the continuation of impact-driven initiatives benefiting our residents, business community and tourists.

Together with staff, the CRA Board has been responsive to a changing economic and business climate while making strides to address issues such as housing opportunity, smart growth, food insecurity and mobility.

The CRA continues to engage in collaborative partnerships and has sought and garnered resources in the form of grants and in-kind contributions. Engagement with stakeholders including governmental agencies, residents, businesses, churches, schools, not-for-profits and civic associations has enabled the CRA to identify opportunities to enhance the quality of life in the Redevelopment Area.

On behalf of the Dania Beach CRA Board of Directors, I am pleased to present herein the FY 2018 Annual Report which covers the period from October 1, 2017 through September 30, 2018. The annual report includes the following:

- General background information regarding the CRA;
- Report of activities, projects and initiatives within the redevelopment area; and
- Financial statements for the fiscal year ending September 30, 2018.

The CRA is able to develop and implement programs and initiatives through the tireless effort of staff and consultants who are dedicated to achieving the goals of the CRA. It is an honor to lead and serve alongside the CRA team.

Best regards,

Rickelle Williams, MPA, PMP, LEED AP
Executive Director
Dania Beach Community Redevelopment Agency

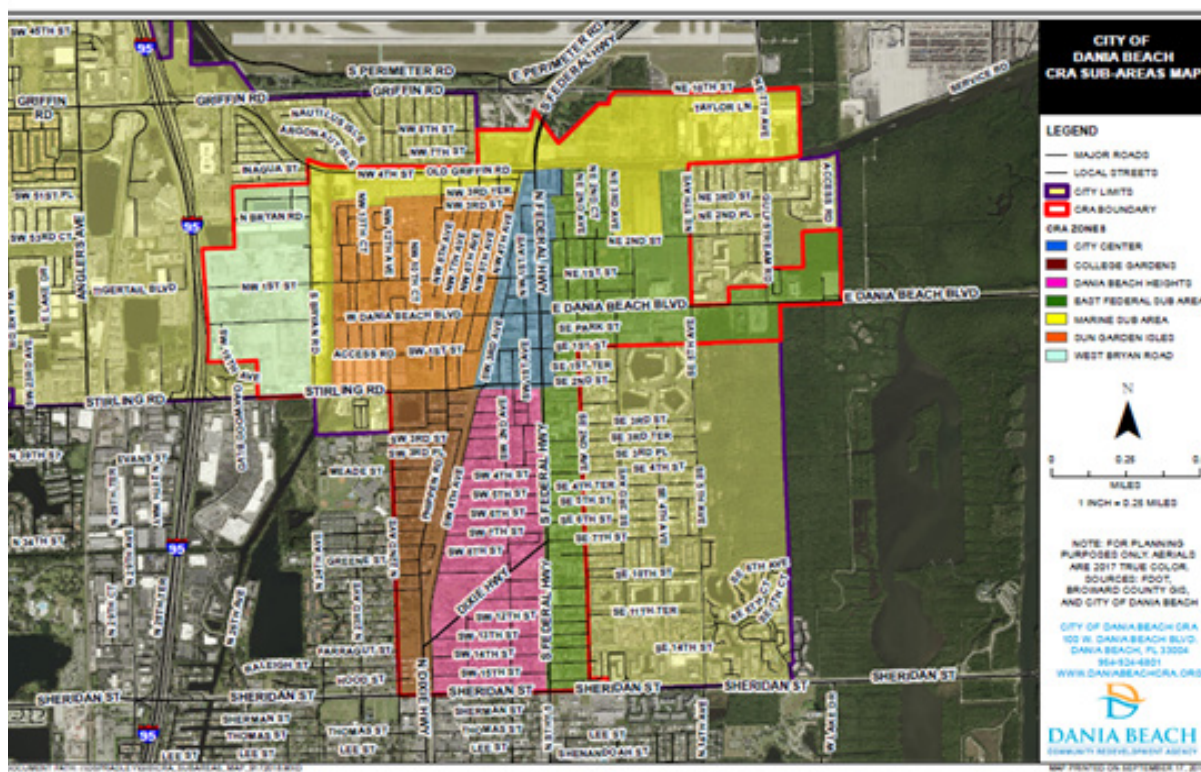
DANIA BEACH CRA LOCATION, MAP AND BACKGROUND

Location

Dania Beach has for its entire history served as a crossroads location in South Florida. As the region has developed, its location and proximity to major regional assets has only improved. Dania Beach is centrally located between the region's largest cities — a 10-minute drive into downtown Fort Lauderdale, and a 31-minute drive to downtown Miami. It is 5 minutes from Fort Lauderdale-Hollywood International Airport, 28 minutes from Miami International Airport, and 12 minutes from the Port Everglades Cruise Port. Interstate 95, US Highway 1 (Federal Highway), and State Road 441 — the State's Main north-south roadways — all intersect Dania Beach. In addition, the State Turnpike passes just off the City's western border. The City is accessible by Tri-rail and is poised for transit oriented development at the Florida East Coast (FEC) railway.

The CRA Redevelopment Area encompasses 1,349 acres east of Interstate 95. The Redevelopment Area includes six (6) sub-areas or neighborhoods including: City Center, College Gardens, Dania Beach Heights, East Federal, Marine, Sun Garden Isles and West Bryan Road.

Boundary and Neighborhood Map



DANIA BEACH CRA LOCATION, MAP AND BACKGROUND

Background

The Dania Beach Community Redevelopment Agency (CRA) was created by the enactment of Broward County Resolution 2002-275 subsequent to a Finding of Necessity for Redevelopment, which was prepared in May, 2001. In 2004, the CRA Redevelopment Plan was finalized and approved by the County through County Resolution 2004-423. Resolution 2004-423 approved the CRA Redevelopment Plan and gave the City of Dania Beach the power to implement the plan. The resolution also confirmed that the City and County entered into an Interlocal Agreement which provided for a time certain (2034) for completion of redevelopment activities and an assurance of partnerships between the City, CRA and Broward County for redevelopment.

Resolution 2004-423 delegated all powers designated by Chapter 163.330, Florida Statutes, also known as the Community Redevelopment Act of 1969 to the City with certain exceptions. The resolution provided for Broward County to retain specific powers as follows:

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

The resolution also specified the County's method of funding for community redevelopment projects which would be predicated upon annual non ad valorem appropriations pursuant to the requirements of its Redevelopment Capital Program and as further defined in the Interlocal Agreement between the County and City. The Redevelopment Capital Program was funded from 2002 through 2007. In 2013, the Broward County Board of Commissioners replaced the Redevelopment Capital Program with the Broward Redevelopment Program, which is subject to funding on a competitive basis by the Board of County Board of Commissioners.

In 2008, the CRA conducted another Finding of Necessity to expand the boundaries of the CRA and include adjacent neighborhoods in need of redevelopment. In 2009, the Redevelopment Plan was modified and expanded the boundaries by 824 acres for a total of 1,349 acres through Resolution #2009-795. The resolution reaffirmed that there would be no tax increment payments from Broward County or other taxing authorities, with the exception of the City.

REDEVELOPMENT PLAN GOALS

The CRA Redevelopment Plan (CRA Plan) was updated in 2015 and builds on the strategies of the 2009 Plan. The goals in the CRA Plan include strategies that are both immediate and long term. Over the years, the CRA has focused on initiatives based on policy direction, existing conditions, available resources and staff capacity. Goals and guiding principles are supplemented by policy guidelines and implementation strategies in the CRA Plan as the basis for redevelopment activities, initiatives, programs and budget allocations.

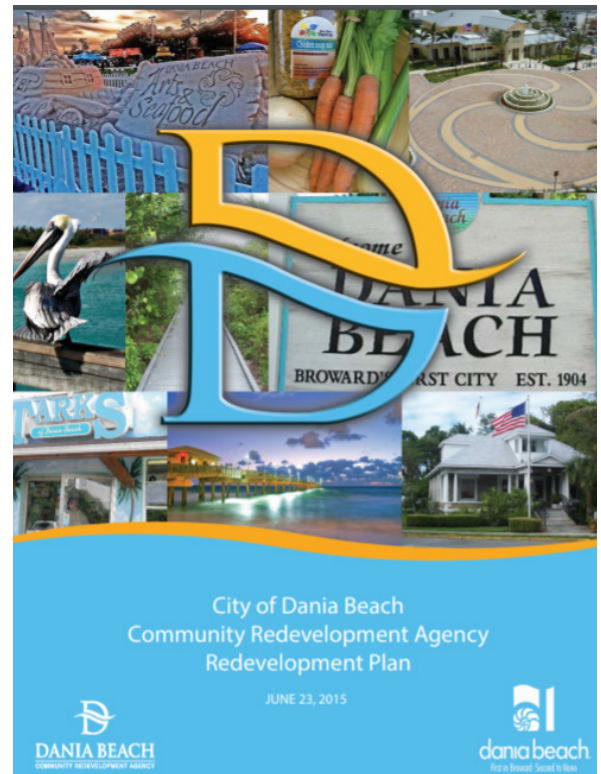
Goals (CRA Plan – p. 3)

1. Enhance and reinforce the CRA Sub areas (neighborhoods).
2. Eliminate substandard housing and provide affordable housing alternatives.
3. Redevelop the CRA in a manner that is energy efficient and sustainable.
4. Attract targeted new industries and retain and expand core industries.
5. Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.

Guiding Principles (CRA Plan – p. 2)

The guiding principles of the CRA Plan include:

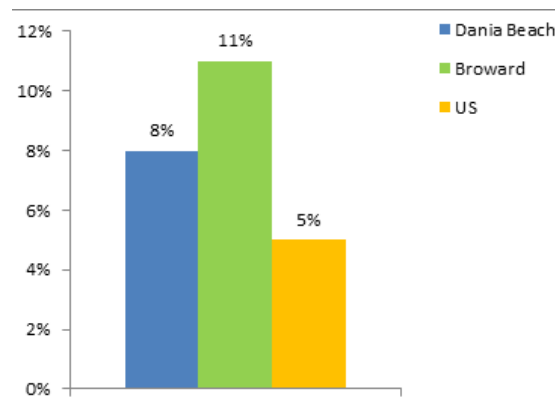
- Elimination of slum and blight;
- Improvement of the quality of life for current and future residents;
- Protection of the environment;
- Improvement of the economy through retention of current business and attraction of new business with a focus on expansion of the marine industry; and
- Making progress through public involvement and good governance.



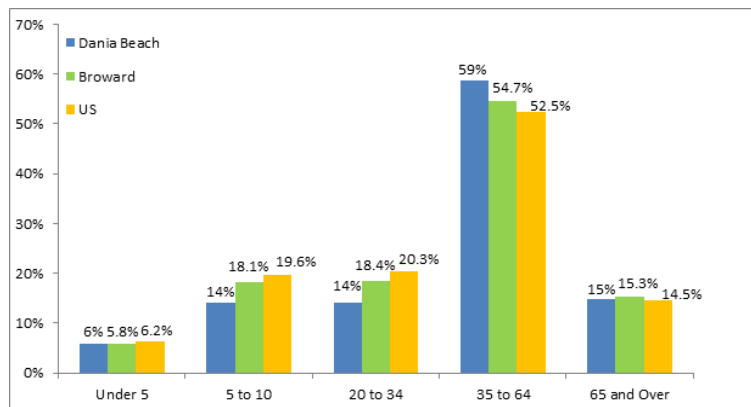
DEMOGRAPHICS

Dania Beach is a city of 32,030 people as of July 1, 2017. Its population has grown 8.1 percent since 2010, which is more than the US, but less than the rest of Broward County. There are approximately 9,609 people living in the Redevelopment Area which represents about 30% of all city residents. Median age for residents in the Redevelopment Area is 39.3, lower than the citywide median age of 41.9. The following demographics are for the City of Dania Beach as a whole, but provide an important context for the economic strengths and opportunities available to the CRA.

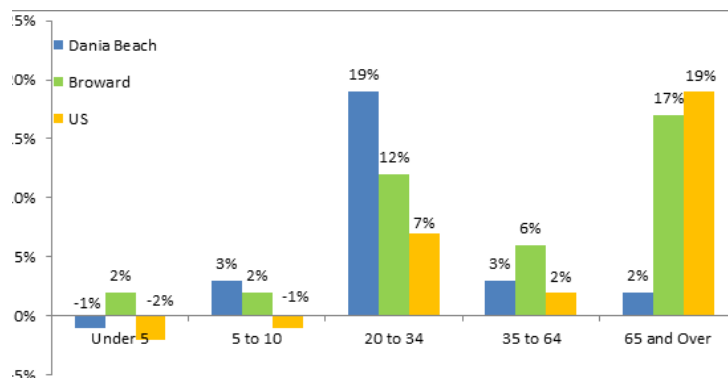
POPULATION GROWTH SINCE 2010



AGE GROUP DISTRIBUTION, 2016



AGE GROUP GROWTH RATES, 2010-2016



DEMOGRAPHICS

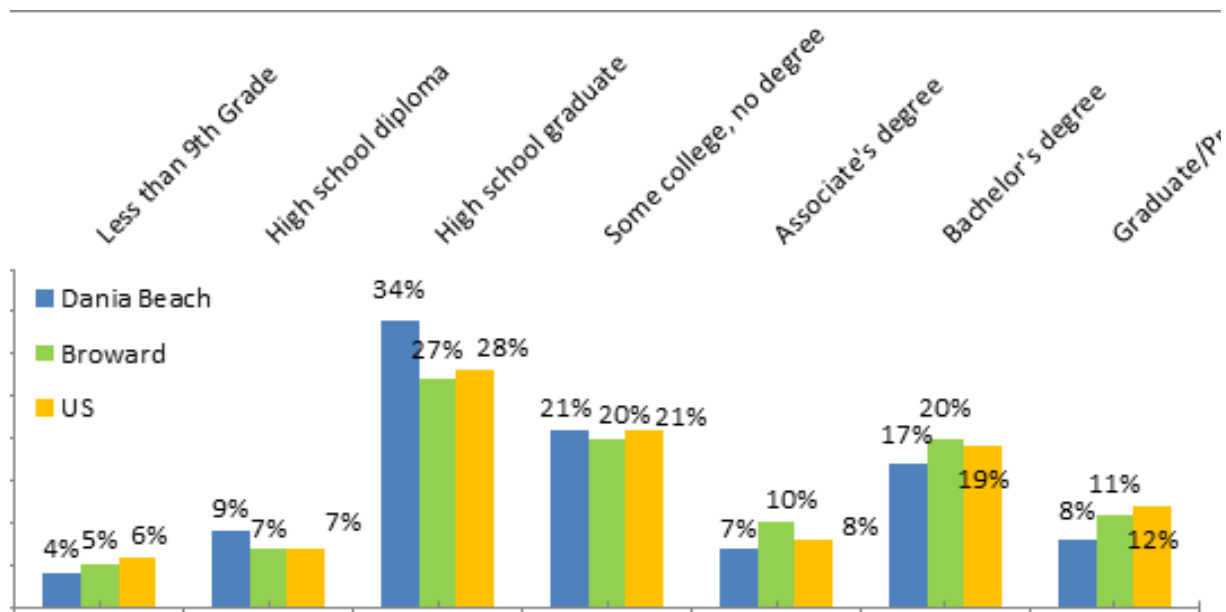
AGE GROUP GROWTH RATES, 2010-2016

	Dania Beach	Broward	US
Houesehold Growth (2010-2016)	-4%	1%	3%
Average Size	2.51	2.74	2.6
Family Households	54%	64%	66%
Average Size	3.28	3.44	3.2
Non-Family Households	46%	36%	34%
Average Size	1.44	1.31	1.24

BUSINESS ESTABLISHMENT GROWTH 2010-2016

BROWARD COUNTY	10%
DANIA BEACH	3%

EDUCATIONAL ATTAINMENT, POPULATION 25 YEARS OR OLDER



DEMOGRAPHICS

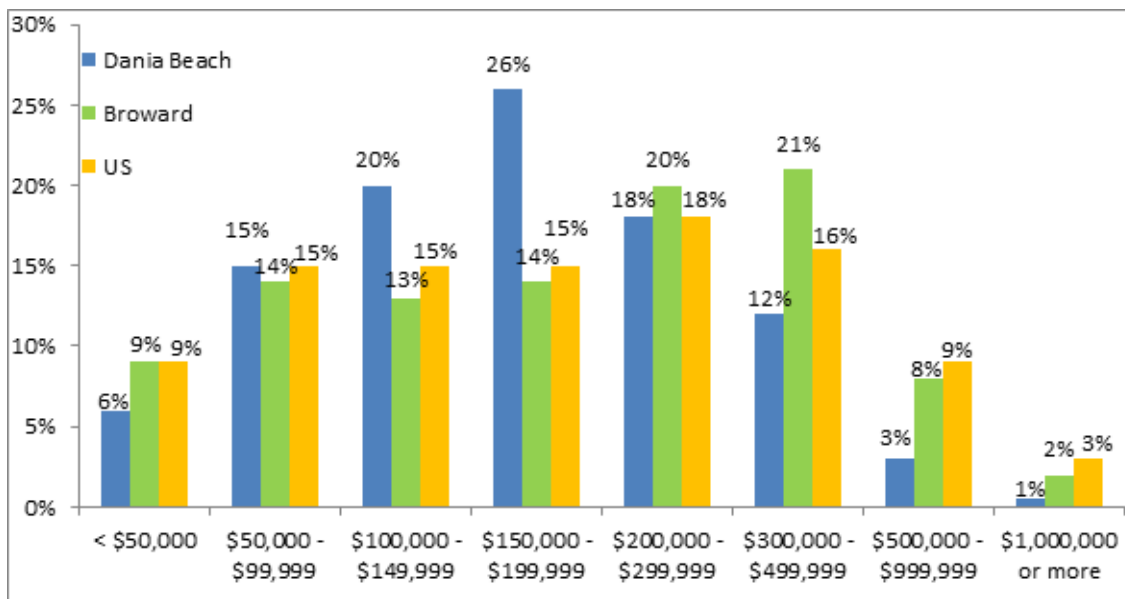
COMPARATIVE HOUSEHOLD INCOME

	Dania Beach	Broward	US
MEDIAN HOUSEHOLD INCOME	\$43,202	\$52,954	\$55,322
MEDIAN HOUSEHOLD INCOME GROWTH (2010-2016)	-12%	-7%	-3%
POVERTY RATE	23%	14%	15%

HOUSING OCCUPANCY

	Dania Beach	Broward	US
OWNER-OCCUPIED	50%	63%	64%
RENTER-OCCUPIED	51%	37%	36%

HOUSING VALUE – OWNER OCCUPIED UNITS



HOUSING AFFORDABILITY INDICATORS

	DANIA BEACH	BROWARD	US
COST BURDENED HOMEOWNERS	37%	37%	25%
COST BURDENED RENTERS	67%	61%	51%
TOTAL COST BURDENED HOUSEHOLDS	52%	46%	34%
MEDIAN HOUSEHOLD INCOME	\$43,202	\$52,954	\$55,322
MEDIAN SALE PRICE	\$219,100	\$246,100	\$238,800
MEDIAN VALUE VS. MEDIAN HH INCOME	5.1	4.6	4.3

TAX BASE AND TAXABLE VALUES

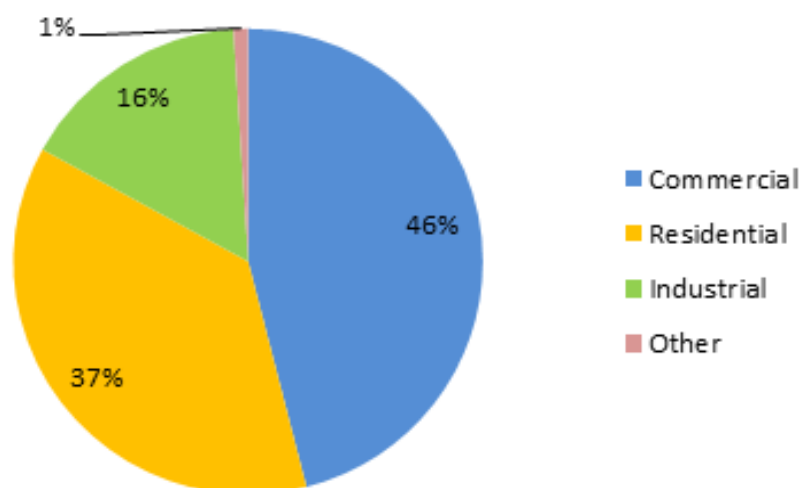
The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1st of each year. While this report generally pertains to FY 2018 activity, the following section also includes FY 2019 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2019 due to strong growth in the residential and industrial market segments including new construction values associated with The Place at Dania Beach (see the Taxpayer Concentration table below: Village At Dania Beach LLC).

TAXABLE PROPERTY VALUES

		A		B	=A-B	
TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	% CHANGE OVER PRIOR YEAR
2018	2019	840,265,840	10.5%	555,988,910	284,276,934	39.1%
2017	2018	760,320,310	15.6%	555,988,910	204,331,400	100.9%
2016	2017	657,675,940	8.5%	555,988,910	101,687,030	102.7%
2015	2016	606,167,390	7.9%	555,988,910	50,178,480	735.6%
2014	2015	561,994,300	8.0%	555,988,910	6,005,390	116.8%
2013	2014	520,192,680	2.8%	555,988,910	(35,796,230)	28.3%
2012	2013	506,048,220	(3.1%)	555,988,910	(49,940,690)	(48.7%)
2011	2012	522,411,130	(6.9%)	555,988,910	(33,577,780)	(747.0%)
2010	2011	561,178,990	(15.0%)	555,988,910	5,190,080	(95.0%)
2009	2010	659,988,350	124.5%	555,988,910	103,999,440	(14.2%)

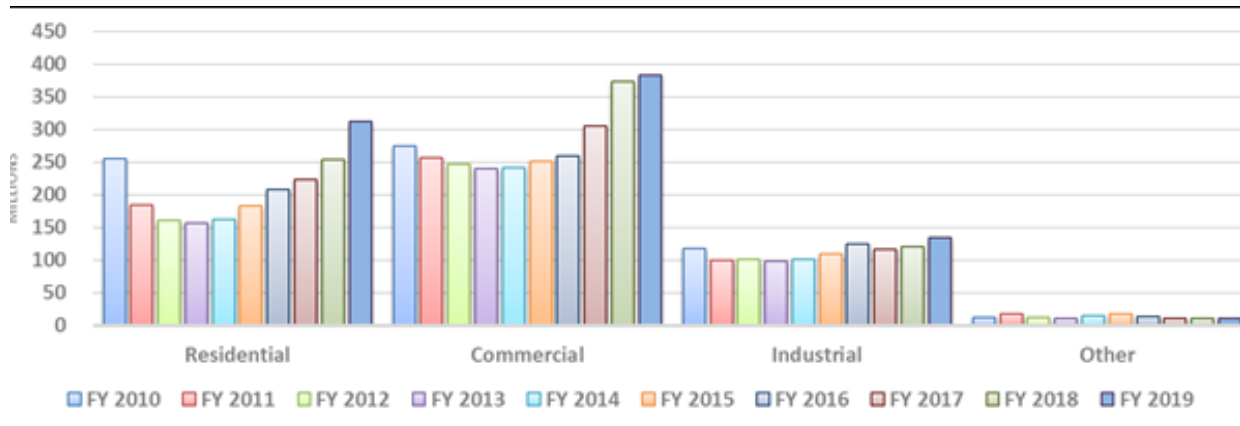
Taxable Values by Use Type

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of Commercial, Residential, and Industrial use properties representing 46%, 37%, and 16% of taxable value respectively.



A balanced and diversified tax-base helps insulate the CRA from value declines occurring in particular market segments. The diversification has remained relatively stable for the five year period ending with FY 2019.

TAX BASE AND TAXABLE VALUES



Taxpayer Concentration

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

PRINCIPAL TAXPAYERS

TAXPAYER	PROPERTY USE	FY 2019 TAXABLE VALUE	% OF FY 2019 TAXABLE VALUE
DANIA ENTERTAINMENT CENTER	Commercial; Residential	60,878,210	7.2%
BROWARD INTERNATIONAL COMMERCE	Industrial; Commercial	30,172,080	3.6%
VILLAGE AT DANIA BEACH LLC	Residential	28,851,560	3.4%
BRE POLYGON PROPERTY OWNER LLC	Commercial	28,633,920	3.4%
DANIA LIVE 1748 II LLC	Commercial	24,029,840	2.9%
STIRLING INDUSTRIAL PARK	Industrial	19,402,110	2.3%
ROBERT D. DERECTOR & CO	Commercial	17,942,930	2.1%
DANIA LIVE 1748 LLC	Commercial; Industrial	14,223,550	1.7%
RK DANIA LLC	Commercial	12,755,200	1.5%
760 TAYLOR LANE LLC	Commercial	9,039,250	1.1%
Total		245,928,650	29.3%

REDEVELOPMENT GOALS AND INITIATIVES

1. Residential Revitalization

Redevelopment Plan Goals

- To Enhance and Reinforce the CRA Sub Areas
- To Eliminate Substandard Housing and Provide Affordable Housing Alternatives
- To Redevelop the CRA in a manner that is Energy Efficient and Sustainable

One focus of the Dania Beach Community Redevelopment Agency (CRA) is the elimination of slum and blight through residential revitalization. The Dania Beach City Commission deeded six (6) vacant parcels to the CRA in February 2018. Later, in June 2018, the CRA Board authorized the At Home Dania Beach program. This program offers 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.

home **AT** **DANIA BEACH** Residential Beautification Program



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. 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. The program includes affordable housing development, a first time homebuyer program, residential beautification grants and an affordable housing trust fund. During FY2018, the CRA worked to develop the program for implementation during FY2019. All facets of the program are underway.

REDEVELOPMENT GOALS AND INITIATIVES

2. Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Eliminate Substandard Housing and Provide Affordable Housing Alternatives
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable

A. Community Charrette

The CRA, in partnership with Florida International University (FIU) Metropolitan Center, conducted a Community Charrette related to the proposed City Center Redevelopment Project. The CRA Board, in a renewed effort to redevelop public facilities including City Hall, sought to engage City residents to identify potential development strategies, opportunities and challenges.

On July 23rd, 2018, over 100 residents from Dania Beach gathered at the Gallery of Amazing Things for a Community Charrette to share their ideas and to produce development concepts for a new City Center. The Charrette process was broken into three parts. During the introductory session, Kevin Greiner, Senior Fellow at the FIU Metropolitan Center, presented an overview of Dania Beach's economy, housing market, and trends in downtown redevelopment and new City administration complexes across the US. During the second development "brainstorming" session, participants identified potential development uses for a new City Center, and then "voted" on seven critical issues, and ranked the development uses that came out of the brainstorming session.



In the final portion of the Charrette, participants broke into small groups and produced their own master plans for a new City Center. Each group was tasked to produce 1) a project description sheet which defined their concept, gave it a name, described its development objectives, uses and proposed benefits, 2) a complete site plan showing the physical design of their concept for the City Center, and 3) a project ownership structure, financing structure, cost projection, and proposed revenue stream(s). The Charrette concluded



REDEVELOPMENT PLAN GOALS AND INITIATIVES

B. Developer Focus Group



x



The CRA and FIU also led a developer focus group to get the perspective of the development community on Dania Beach and the City Center concept. The goal of the focus group was to tap the expertise of the participants to:

- Better understand Dania Beach's position within the regional economy and its brand identity;
- Gather insight as to Dania Beach's potential — what is seen as the City's
- greatest opportunities and vision for a sustainable, prosperous and dynamic future;
- How a redevelopment of a new City Center at the City Hall complex advances a vision of its future, and
- What a redeveloped City Center begins to look like — what are the most interesting, viable, and market responsive mix of uses it could contain.



The focus group took place on July 10, 2018 at City Hall, over 2½ hours. More than 30 participants, representing the area's largest real estate development companies, the development partners of Dania Pointe, local property owners, small development companies, construction companies and construction engineers, not-for-profits as well as community groups participated. The result was a spirited and thoughtful conversation on Dania Beach and the potential for the City Center concept.

FIU's Senior Fellow, Kevin Greiner and Dr. Ned Murray, the Center's Associate Director, moderated the focus group. Participants were given a presentation of the key economic and development findings of the research team.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

C. Action Plan

Through an effective series of public workshop engagements the CRA developed a detailed City Center Development Action Plan with specific operational steps to be undertaken by the City and CRA to advance the proposed City Center development. The CRA used the City Center Development Action Plan as a key component to initiative steps to seek professional representation by a brokerage firm and later development of a Request for Proposal in FY2019.



3. PATCH Urban Farm and Garden

Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable

The PATCH Farm and Garden is located at 1201 W. Dania Beach Boulevard, Dania Beach, FL. Once a vacant 1.6-acre easement, the PATCH was created as an environmentally and economically sustainable urban farming system within the community that creates a network of secure healthy food sources of naturally grown vegetables and fruits, while providing local jobs and vocational training in the sustainable agricultural industry to the residents of the community.

A. USDA Grant and Mobile Markets

During FY2018, the CRA was able to utilize grant funding from the United States Department of Agriculture (USDA) through the Farmers Market Promotional Program. The grant focuses on promoting sustainable practices, facilitating an expansion of PATCH outreach, and implementing a number of PATCH development projects. The grant period runs through September 2020. Initial funding has been used to develop a mobile market pilot program. The mobile market pilot program allowed the PATCH team to investigate locations for pop-up markets based on transportation and mobility data. Pop-up markets were tested out at local events for ultimate expansion to targeted areas throughout Broward County.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

B. PATCH Activities

The PATCH continued to offer monthly activities including educational programs, workshops, volunteer opportunities, family and child-friendly activities. Each month, the PATCH hosts 2nd Saturday workshops and a 3rd Saturday themed celebration. Over the past year, the PATCH has been serviced by over 200 volunteers representing schools, charities and community groups. The PATCH activities allow residents and tourists to learn and appreciate the benefits of local farming and access to healthy foods, particularly with the prevalence of illnesses like diabetes and hypertension in the Redevelopment Area.



4. Public Art: Art of Community Grant

THE CITY OF DANIA BEACH CRA IS A PROUD RECIPIENT OF THE:

ART OF COMMUNITY GRANT

FRIDAY,
SEPTEMBER 21, 2018 FROM 5:30 PM-7PM
100 NW 8TH AVENUE, CW THOMAS PARK

FRIDAY,
SEPTEMBER 28, 2018 FROM 5:30 PM-7PM
300 NE 2ND STREET, FROST PARK

DANIA BEACH HONOR THE LEGACY PROJECT FEATURING ARTIST

GARY MOORE

SHARE THE HISTORY OF DANIA BEACH!

THIS HAS BEEN MADE POSSIBLE BY SUPPORT FROM THE FOLLOWING COMMUNITY FOUNDATION OF BROWARD FUNDS:

HAROLD D. FRANKS FUND
LINDA AND MICHAEL CARTER FUND &
FRANK D. AND ANITA M. BUTLER ENDOWMENT FUND

Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

The City of Dania Beach is transitioning and art is a wonderful way to bridge our history with our present and future. On June 1, 2018 the City of Dania Beach CRA was granted Thirty-two Thousand Dollars (\$32,000.00) to fund artistic historic markers to develop a walking tour in the City. This has been made possible by support from the following Community Foundation of Broward Funds: Harold D. Franks Fund, Linda and Michael Carter Fund and Frank D. and Anita M. Butler Endowment Fund.

The concept behind Dania Beach's Honor the Legacy project is for residents to be interviewed and share the history of Dania Beach from their perspective. Artist Gary Moore will then conceptualize art pieces based on those



REDEVELOPMENT PLAN GOALS AND INITIATIVES

stories. In September 2018, two (2) Dania Beach recreation centers were converted into an art deco style hub in order to host community meetings where residents could share stories of Dania Beach as they remembered it. Artist Gary Moore engaged residents to tell their stories of the history of Broward's first city and determine the most significant memories to be captured through art pieces to develop an eight-stop self-guided walking trail in the downtown area.

The community engagement aspect has brought a great deal of depth to the project. The interview process highlighted many of the racial and social inequalities that served to divide the community and led to discussions of how Dania Beach has evolved for the better. Conversations about inclusion began to come up as many older residents recalled times that were much different than today. The interviews and conversations have created a desire for the community to come together for a greater purpose that honors, respects and pays tribute to the past while looking forward to a future full of growth and achievement as a community. Over thirty (30) people have participated in the interview and/or survey process and shared their stories about the significant aspects of Dania Beach history.

5. Business Development

Redevelopment Plan Goals

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

A. Merchant Meetings



The flyer is for the Dania Beach Tourism Forum, held on Thursday, February 15, 2018, from 6-7:30 PM at the City Hall Atrium. It is organized by the Dania Beach Community Redevelopment Agency. The event is titled "DANIA BEACH: OUR TOURISM FUTURE" and aims to engage local business owners in a discussion about the tourism sector's growing importance. Key topics for discussion include: potential impacts of new hotel room capacity, visitor profile and how to link the beach, casino, museums, and Dania Pointe to the existing tourism network, how to prepare or transition a business to be a part of the industry, and how to integrate marketing with Visit Florida and Greater Fort Lauderdale Convention and Visitors Bureau initiatives. A special guest panelist, Stacy Ritter, President and CEO of the Greater Fort Lauderdale Convention and Visitors Bureau, will be present. The flyer also includes contact information for the Dania Beach CRA: 100 West Dania Beach Blvd, 954.924.6801, and DaniaBeachCRA.org.

As Dania Beach continues to grow and expand with major commercial and retail development, communication with local business is crucial to maintaining an open dialog and assisting with business retention and expansion. In fiscal year 2018, two major merchant meetings were held to address issues identified by businesses in the previous year.

On October 12, 2017 Broward Sheriff's Office (BSO) Deputy, Eric Hoff, addressed business security and provided tips and preventative measures necessary to protect businesses. Deputy Hoff also shared BSO contact information for outreach in times of crisis. The City's Community Development Director Mark LaFerrier discussed permitting processes, acceptable business signage, and code compliance.

Because of Dania Beach's strategic location with immediate access to major South Florida seaports, airports, and interstate highway connectors, the city is a major center for tourism.

With more than 2,500 hotel rooms, Dania Beach has about 10% of Broward County's hotel rooms. Our hotels contributed approximately \$4.3 million toward the tourism economy in Broward County. Dania Beach is bolstered by the beach, casino, museums, and hospitality businesses.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

On February 15, 2018, Stacey Ritter, President of the Greater Fort Lauderdale Convention and Visitors Bureau was the keynote speaker at the merchant meeting tourism forum. She was joined by Scott Savin, then Managing Partner for the Casino at Dania Beach and Betty Steel, General Manager, Cambria Hotel and Suites. The panel discussed the impact of new hotel rooms and how to prepare businesses effectively for an influx of visitors. The tourism sector's growing importance to local businesses in Dania Beach was clearly demonstrated and strategies for preparing businesses to be a part of the industry were provided.



B. Business Luncheon & Business Visits

In December 2017 more than seventy (70) Dania Beach business executives turned out at Nova Southeastern University Oceanographic Center for the CRA's 2nd annual Business Luncheon. The CRA's annual business luncheon was developed as a key economic development event to foster business outreach, retention and expansion in the city. All City of Dania Beach business owners are invited to attend and participate in this luncheon and networking event, and learn about future developments and business opportunities.

The marine industry is one of the CRA's targeted industries and the December luncheon focused on developments in that area. Dr. Richard Dodge, Dean and Executive Director of NSU's Coral Reef Institute, welcomed guests and spoke about the facility's marine research capabilities. The keynote speaker for the event was Dave Anderton, Port Everglades Director for Strategic Planning, who discussed the port's 50 year capital improvement development plans and Dania Beach's marine industry role in the logistics and support network for Port Everglades.

In addition, Dania Beach developer Dev Motwani, President of Merrimac Ventures spoke on the implications for the next generation of housing, and transportation in South Florida. Mr. Motwani also provided a preview of Merrimac Venture's \$70 million dollar, three hundred unit mixed-use project, the Trion, to be built on the corner of Federal Highway and Dania Beach Boulevard, in the heart of downtown Dania Beach and within the Redevelopment Area.



REDEVELOPMENT PLAN GOALS AND INITIATIVES

The CRA also conducts business visits and tours as part of the CRA's business retention strategy. This allows the CRA to determine what businesses need and identify ways to offer support. One of the businesses we visited was Derecktor Shipyards. As South Florida's most complete large-yacht repair facility, Derecktor Florida celebrated its 51st year in 2018 in the City of Dania Beach. The yard caters to many of the world's most impressive power and sailing yachts, and acts as a pole of attraction for those in need of repairs, storage or major refits. The CRA discussed some of the concerns Derecktor is having including talent recruitment. The CRA is now working with the Marine Industry Association of South Florida and other local marine-related businesses to identify a strategy to introduce the marine industry to students and young adults.



C. Building Broward Realtor Forum



In conjunction with the Realtor's Association of Palm Beach and Broward, the CRA hosted a panel discussion of opportunities in the city for its membership. The meeting was held on February 28, 2018 in the lobby of the new Morrison Hotel on South Federal Highway in Dania Beach. The panel discussion focused on market rate apartment and single-family housing opportunity in Dania Beach. The panelists included Dev Motwani (Merrimac Ventures), Marc LaFerrier (City of Dania Beach), Alex Ballina (AHS Development), Lou Manesiotis (LGM International Trading LLC) and Alan Losada (Meyers Group).



REDEVELOPMENT PLAN GOALS AND INITIATIVES

6. Economic Development

Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract Targeted New Industries and Retain and Expand Core Industries
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

A. Commercial Property Improvement Grants

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

The Dania Beach CRA’s Commercial Property Improvement Grant Program is an incentive program available to businesses located within the CRA priority area along US-1/Federal Highway and Dania Beach Blvd from SW 5th Avenue to Gulfstream Road. The purpose of the Program is to substantially improve the visible appearance and street presence of properties as well as enhance the functionality of businesses within the CRA priority area. Through this Program, the CRA provides local businesses with a grant up to \$20,000, subject to a minimum 30% match requirement. In fiscal year 2018, the CRA celebrated the renovation of 3 local businesses through the grant: TNT Fireworks, Historic Dockers and Global Learners Academy (formerly Collins Market).

TNT Fireworks performed \$272,000 worth of exterior improvements to their existing building and was awarded the maximum Commercial Property Improvement Grant amount of \$20,000. To further promote the CRA’s Commercial Grant Program and TNT Fireworks improvements, the CRA facilitated a grand re-opening with elected officials, local community and business leaders, and the local media. Before and after photos of the improvements at the TNT Fireworks building are featured below.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

TNT Before:



TNT After:



Historic Dockers performed \$26,000 worth of exterior improvements to their existing facility along N. Federal Highway and was awarded the maximum Commercial Property Improvement Grant amount of \$20,000.



REDEVELOPMENT PLAN GOALS AND INITIATIVES

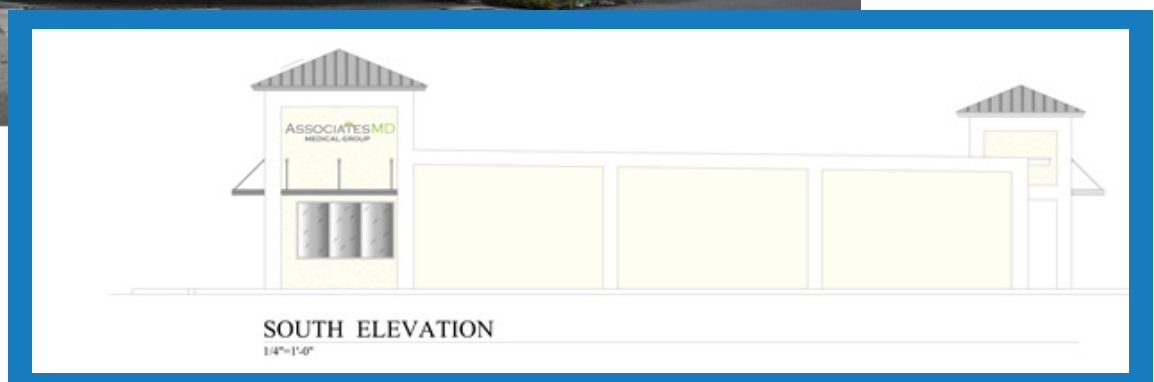


The CRA also celebrated with a ribbon cutting ceremony for the Global Learners Academy, formally Collins Market. The CRA awarded a \$20,000 grant to Fifth Avenue Real Estate Investors to transform the building to house a brand new early childcare facility. As the CRA promotes community improvement, educational facilities are highly desirable in the Redevelopment Area.

In September 2018, Associates MD Medical Group was awarded the maximum Commercial Property Improvement Grant amount of \$20,000. Associates MD Medical Group will perform a complete interior buildout at their new facility to accommodate medical equipment, patient treatment and waiting areas, and the American Disability Act's accessibility requirements.

Proposed Improvements include:

- New signage;
- New exterior and interior paint.;
- Adding exterior landscaping;
- Adding new doors to comply with the American Disability Act.



REDEVELOPMENT PLAN GOALS AND INITIATIVES

B. Groundbreakings

The CRA hosted or participated in several grand openings and groundbreakings during FY2018, signaling the growth of the Redevelopment Area. The CRA is proud to nurture and champion projects from start to finish. Many of the grand opening, ribbon cutting and groundbreaking ceremonies are as a result of the Dania Pointe 102-acre mixed-use development.

Dania Pointe Phase II Groundbreaking



Avery – Dania Pointe Residences Groundbreaking



REDEVELOPMENT PLAN GOALS AND INITIATIVES

C. Loan to Grant Conversion - an indication of economic development

The City of Dania Beach annually contributes non-ad valorem funds to the CRA to finance community redevelopment projects and initiatives. Through the Broward County Redevelopment Capital Program (RCP), which was established by County Resolution No. 2004-76, the City and CRA became eligible to participate in the RCP, and entered into an Interlocal Agreement in 2004 with Broward County to borrow funds for eligible projects in the Redevelopment Area, through the RCP. The County's RCP loan requires that the City demonstrate a net increase in the tax base of the CRA. If the conditions are met, the loan will be forgiven using a predetermined scheduled loan-to-grant conversion. If the conditions are not met the loan will then be payable to the county over a fifteen-year period commencing on payment dates established in the agreement noted in the chart below, with interest at the Municipal Market data (MMD) "A" revenue bond rate in effect at the time repayment begins.

The City of Dania Beach and CRA RCP loan and payment chart is noted below:

PURPOSE	AMOUNT	1ST PAYMENT DATE
Parcel 109 (Land)	\$2,334,200	3/31/2018
Parking Garage	\$2,590,909	9/30/2019
Security System	\$140,000	9/30/2019
Gate Arm System	\$273,000	8/31/2022
Total	\$5,338,899	

With the funds secured, the CRA embarked on the redevelopment of major infrastructure in the downtown city core to lay the foundation for future development of a City Center. Through the CRA's marketing and business attraction initiatives, a number of major developments were initiated in the CRA area to clearly demonstrate an increase in the City's tax base as required by the county. Major developments were The Casino at Dania Beach, The Place at Dania Beach and the Holiday Inn Hotel.

On February 1, 2017 the CRA requested full loan-to-grant conversions of three (3) RCP loans, and on March 9, 2018, the following loans were converted to grants by Broward County.

1. First Loan Agreement in the amount of \$2,334,200 for reimbursement for the acquisition of land parcel 109.
2. Second Loan Agreement for the New Parking Garage/Security System in the amount of \$140,000.00
3. Third Loan New Parking Garage/Gate-Arm Entry system in the amount of \$273,790.

The County's share of revenue generated by the net increase in the tax base was \$2,842,008.00. This was greater than the sum of the three loan balances which totaled \$2,747,990.00. This left a surplus of \$94,018.00 available to be applied to the last outstanding loan. The last portion of the RCP loan is \$2,590.909 which was for the construction of the Parking Garage, and will be financed for conversion, through new developments such as the Hotel Morrison, Wyndam Garden Hotel, the Comfort Inn, Mega Yachts, the Holocaust Documentation Center, and other projects in the CRA area. The CRA expects to achieve this final RCP loan to grant conversion between 2019 and 2020.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

7. Marketing

Redevelopment Plan Goals

- Enhance and Reinforce the CRA Sub Areas
- Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract Targeted New Industries and Retain and Expand Core Industries
- Enhance Redevelopment Activities through Active Marketing Strategy that Supports Redevelopment Initiatives.

A. Rebranding Campaign

Dania Beach has evolved through the years to become a more vibrant and inclusive community with many new developments. Therefore, the CRA Board, also serving as the City Commission, recognized the need to update the City's logo and brand to reflect the changing needs and desires of the community and to retain and attract tourists, businesses and developers.

The marketing and rebranding effort began in 2017. The City Commission utilized the volunteer services of a local media company to evaluate the City's brand including the City logo and image and to make recommendations for updates. Several focus groups were conducted with community stakeholders to discuss the image and logo and new branding and logo concepts. Focus group participants expressed ideas regarding the direction of the City. Many participants pointed to a City rich in history, traditions, creativity, and opportunities for businesses and development. A consistent theme was that Dania Beach should work toward enhancing its image as a tourist destination that is family-oriented, culturally diverse, and modern.

In November 2017, the Dania Beach City Commission selected and approved a new logo and slogan. Later in January 2018, the CRA Board directed CRA staff to assume responsibility for the rebranding initiative on behalf of the City of Dania Beach. One month later in February 2018, the CRA Board conducted a workshop to discuss the rebranding concepts, implementation plan, and budget which included review of the new logo and tagline, proposed seal, marketing collateral, brand statement, and brand standards.

The CRA began the implementation of the rebranding initiative in April 2018. The initial focus was on internal and minor external collateral and signage such as employee business cards, identification cards, email signatures, memos, letters, website, vehicle decals, beach parking signs, uniforms, promotional items, event marketing and cross-promotion and some interior facility signage.

In FY2018, public relations efforts for the rebranding plan encompassed introduction of the logo and tagline at major CRA events like the Arts and Seafood Celebration, Dania After Dark festival, Art of Community Grant kick-off and FIU Community Charrette. Initial advertising efforts have stemmed from placements in the Greater Fort Lauderdale Alliance Economic Sourcebook, Florida Trend Magazine, Dania Press, online banner ads, various social media platforms.



REDEVELOPMENT PLAN GOALS AND INITIATIVES

B. Dania After Dark and Art in the Hall



In the summer of 2018 the CRA launched a pilot series in four installments from June to September 2018, for a monthly street festival called Dania After Dark (DAD). This event was developed as part of the CRA's revitalization efforts for the downtown area through creating a sense of community space, and building a downtown that can be enjoyed by businesses, visitors and residents alike. The street festival held on the second Saturday of each month, focuses on all forms of art and crafts, music, food and culture, and provides a family friendly experience at a location, which is proposed to

be developed as the Dania Beach City Center. The event is produced by the CRA in partnership with special events producer Atlantic Studios.

The family-friendly event also provides a visual and performance art experience called Art in the Hall, organized in conjunction with the City of Dania Beach Creative Arts Council Advisory Board. Art in the Hall gives art lovers and visitors the opportunity to view works of art at the certified art gallery located inside the City Hall Atrium. Guests are entertained monthly by musical performances, and have the opportunity to meet featured artists and exhibitors for personal interaction and to purchase artwork. Dania After Dark events occur simultaneously with Art in the Hall receptions and coordinated visual and performance art displays. Admission and parking for the event are both free.



The four-month pilot series experience enjoyed favorable event numbers for the CRA and has since been expanded to FY2019. Approximately 1, 500 to 2,500 patrons attended the event each month and enjoyed the culinary offerings of food trucks, food and dessert vendors at each installment. That combined with great products from 27 art and craft vendors, and nonstop music from 5:00pm to 10:00pm created an entertaining event with solid appeal that highlighted the downtown district. Dania After Dark has become yet

REDEVELOPMENT PLAN GOALS AND INITIATIVES

another feature of the CRA's Marketing plan to inspire community pride and promote Broward County's first City.

C. Arts and Seafood Celebration

Developing marketing strategies to promote the City of Dania Beach has been a major initiative of the CRA Plan, and it is linked to our economic development goal to attract new investment and visitors to the city. In 2013, the CRA launched the Dania Beach Arts and Seafood Celebration (DBASC) to promote, showcase and expand the City's creative potential and provide a long-term positive effect for businesses and the community as a whole.



Each year, the DBASC attracts residents and visitors to downtown Dania Beach to experience a great family friendly event and witness the City's revitalization and growth. Over 100,000 patrons have attended the event in the past six years, demonstrating the event's usefulness as a promotional tool for the City. Its economic impact is evidenced by increased public awareness and the overall interest in investments and new business activity in the City.



DBASC has won 29 Florida Festival and Event Association State awards and earned a prestigious reputation as a great South Florida Spring event. In 2018 online promotion of the event led to over 228,039 total impressions on our social media posts. Of nearly a quarter million views, over 93,000 of them were viral as people shared their excitement about the Dania Beach event. Our overall attendance numbers decreased at the sixth annual celebration in 2018, because of a major rainstorm which forced cancellation of the Sunday installment for safety reasons. Nonetheless, over 3,000 fans turned out on Saturday in rainy conditions to enjoy the event.

REDEVELOPMENT PLAN GOALS AND INITIATIVES



This celebration is a family friendly hallmark event for the city. Its popularity with both residents and visitors clearly demonstrates the effectiveness of this CRA marketing strategy to enhance the City's image and provide positive exposure on an annual basis to the City as a destination to live, work, and play.

D. International Council of Shopping Centers (ICSC)



As in previous years, the CRA continues to market the City of Dania Beach at the annual Florida Deal Making Conference hosted by the International Council of Shopping Centers (ICSC) in Orlando, FL. The conference was held in August 2018 and hosted a number of retail industry professionals including site selectors, capital market financiers, retailers, and real estate developers among others. The CRA represents the City of Dania Beach at this event and took advantage of the opportunity to promote the city to top retail professionals and decision makers.

REDEVELOPMENT PLAN GOALS AND INITIATIVES

E. Neighborhood Ambassador

The Dania Beach Neighborhood Ambassador event is an award-winning community outreach experience that allows residents and visitors to familiarize with local, undiscovered and sometimes new businesses in the City.

In 2018, the Neighborhood Ambassador meet-up took place at Hotel Morrison, a new boutique style hotel with 143 rooms that offers upscale accommodations with environmentally friendly products.



Guests at the event were taken on a sneak peek tour of the hotel before Morrison's actual opening and enjoyed refreshments from local eateries and lounged pool side for special cocktails. CRA Neighborhood Ambassadors often are the first to catch up on all happenings in the City, and gain "insider" knowledge on upcoming business events, new developments and plans.

The event series serves as a promotional tool for the commercial businesses and cultivates civic pride within members of the community.

FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA CRA BALANCE SHEET GOVERNMENTAL FUNDS September 30, 2018

			Special Revenue Funds			
			Grants	Community Redevelopment Agency		
ASSETS:						
Current assets						
Cash, cash equivalents and investments	\$3	3,713,328	\$4	,315 \$9	18,473	
Receivables, net:						
Franchise, utility and other taxes		791,140-			-	
Customer / other, net1		44,754		-8	,500	
Due from other funds5		26,358		--		
Due from other governmental agencies1		,030,451		47,478	-	
Inventories		29,641		--		
Prepays		11,490		--		
Property held for sale		90,199		--		
Total assets	\$	36,337,361	\$	51,793	\$	926,973
LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES:						
Liabilities						
Accounts payable and accrued liabilities	\$2	,983,089	\$	-\$	118,067	
Due to other funds		33,828		164,099	,704	
Due to other governmental agencies		156,998		--		
Deposits		566,602-			75	
Total liabilities		3,740,517		164,099	119,846	
Deferred inflows of resources						
Business tax receipts		468,132		--		
Rental receipts8		3,780-			-	
Other receipts2		48,384-			-	
Total deferred inflows of resources		800,296		-	-	
Fund balance						
Nonspendable:						
Inventories		29,641		--		
Property held for sale		90,199		--		
Restricted:						
General government impact fees2		90,807		--		
Recreational impact fees1		48,176		--		
Public safety impact fees7		54,971		--		
Building code costs		---				
Committed for:						
Community redevelopment2		29,894		-8	07,127	
Maintenance of cemeteries		---				
Capital projects		---				
Tree preservation		---				
Assigned to:						
Disaster recovery6		,900,000		--		
Branding initiative4		80,137-			-	
Firefighter's pension1		,227,115		--		
Unassigned (deficit)		21,645,608		(112,306)-		
Total fund balances (deficit)		31,796,548		(112,306)	807,127	
Total liabilities, deferred inflows, and fund balances	\$	36,337,361	\$	51,793	\$	926,973

FINANCIAL STATEMENTS

CITY OF DANIA BEACH, FLORIDA
CRA STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES -
GOVERNMENTAL FUNDS
For the Year Ended September 30, 2018

	Special Revenue Funds		
	General Fund	Grants	Community Redevelopment Agency
REVENUES			
Property taxes\$	23,028,779	\$-	\$-
Special assessments	6,249,500	--	--
Franchise fees	2,755,614	--	--
Utility taxes ³	,909,123	--	--
Licenses and permits ¹	,618,889	--	--
Intergovernmental ⁵	,537,821	135,492	-
Charges for Services ⁴	,393,137	--	--
Fines and forfeitures ³	82,418	--	--
Investment earnings ⁶	59,470	-	10,771
Miscellaneous	2,137,962	-	143,267
Total revenues	50,672,713	135,492	154,038
EXPENDITURES			
Current:			
General government ⁸	,116,504	--	--
Public safety ³	1,676,478	--	--
Highways and streets	2,052,860	184,450	-
Physical environment ⁴	,931,826	--	--
Community redevelopment	628,849-	--	1,004,531
Culture and recreation ²	,993,706	--	--
Capital outlay	---	--	--
Debt Service:			
Principal	---	--	--
Interest	---	--	--
Total expenditures	50,400,223	184,450	1,004,531
Excess (Deficiency) of revenues over (under) expenditures	272,490	(48,958)	(850,493)
OTHER FINANCING SOURCES (USES):			
Transfers in	7,614,243	-1	,419,331
Transfers out(	4,054,902)-	--	(279,331)
Total other financing sources (uses)	3,559,341	-	1,140,000
Net Change in Fund Balances ³	,831,831	(48,958)	289,507
FUND BALANCES (DEFICIT)			
BEGINNING OF YEAR	27,964,717	(63,348) ⁵	17,620
FUND BALANCES (DEFICIT)			
END OF YEAR	\$ 31,796,548	\$ (112,306)	\$ 807,127



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY





Performance Evaluation

Evaluation for: Rickelle Williams, CRA Executive Director

Evaluation Period: November 2017 through August 2019

Evaluation Date: _____

Evaluator Name: _____ Signature: _____

Purpose: The purpose of this evaluation is to review the employee's job performance which should measure both the employee's activities and results during the reporting period. Performance should be evaluated as compared to the requirements of the job description. The evaluation should cover plans for development and allow for feedback.

General Evaluation Topics: Please provide comments on the CRA Executive Director's performance in achieving these general goals and moving the CRA forward.

1. **Executing and Following Policy:** Seeks organization wide improvements that integrate administrative goals with CRA Board policy to position the CRA for the future.
2. **Leading People:** Ensures that CRA operations are led by employees with the skills, knowledge, ability and experience to provide a high quality, diverse, productive workplace. Promotes a positive work environment.
3. **Strengthening Community:** Collaborates with governmental, business, industry and community stakeholders to facilitate communications on internal and external programs and initiatives.
4. **Managing Resources:** Maximizes and leverages fiscal and human resources in a responsible and productive manner to achieve Agency goals.
5. **Achieving Results:** Facilitates initiatives that result in positive and effective growth for the CRA both structurally and financially.

Detailed Evaluation Topics: Select one rating per evaluation category

A. Job Knowledge

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Is proficient in the methods, techniques, skills, and technical knowledge required to perform the job.							
2	Individual demonstrates ability to learn on the job and applies technical/professional experience in performance of duties.							
3	Keeps informed on current developments and technical improvements in area of expertise.							
4	Understands function and restraints action within the scope of assigned responsibility and authority.							
5	Is thoroughly familiar with CRA and applicable guidelines, procedures.							
6	Has a working knowledge of services provided by the CRA; an understanding of major functional areas.							
7	Harmoniously blends own area of responsibility with other organizational components to facilitate an integrated effort.							
8	Uses technology to improve quality, service and productivity.							
9	Attempts to simplify and improve procedures and techniques.							

B. Planning/Organizing

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Plans objectives and activities in a timely and logical manner.							
2	Defines and arranges activities into a logical and practical course of action to attain desired objectives.							
3	Effectively supports others in establishing and achieving objectives.							
4	Effectively organizes work activities for maximum utilization of available resources.							
5	Anticipates problems and develops practical solutions.							
6	Alters course of action if necessary to react quickly to changing circumstances.							

C. Quality And Quantity Of Work

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Individual meets or exceeds standards of performance.							
2	Employee's work is thorough and accurate.							
3	Frequency of mistakes is minimal or none.							
4	Employee follows-up and corrects errors.							
5	Employee monitors the end results to ensure standards are met.							
6	Goals and objectives are met within the expected time frame.							
7	Fluctuations in work flow are anticipated and adequately met.							

D. Decision Making/Problem Solving Skills: Supervisory/Leadership

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Assesses the task or problem objectively. Researches and documents the subject carefully.							
2	Weighs alternative courses of action before offering solutions.							
3	Considers long-range as well as short-range implications.							
4	Considers cost implications of decisions. Often makes decisions/ offers recommendations which demonstrate a successful effort to reduce and control agency expenses.							
5	Presents ideas or results of activities in a clear and effective manner both oral and written.							
6	Executes decisions/solutions precisely and monitors results.							
7	Demonstrates creativity and resourcefulness in developing better ways to accomplish assignments.							
8	Makes decisions on a timely basis. Does not procrastinate or rely on others to make decisions for them.							

E. Personal Skills

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Demonstrates capabilities to think and learn, to grasp new ideas, and to be alert and resourceful.							
2	Is dependable in fulfilling the responsibilities of position. Properly handles confidential matters.							
3	Acts confidentially and independently without specific instructions.							
4	Maintains performance, even in difficult periods, to complete work assignments or objectives.							
5	Demonstrates self-control.							
6	Adapts to changing conditions with flexibility.							
7	Takes reasonable risks willingly and accepts personal responsibility.							
8	Tolerates stress effectively.							
9	Demonstrates enthusiasm.							
10	Manages personal time effectively.							
11	Sets high personal standards. Models desirable behavior.							

F. Relationship with Others

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Provides guidance and assistance to others as needed.							
2	Establishes positive relations with others inside and outside the CRA.							
3	Contributes effectively as a team member.							
4	Provides opportunity for communication in which relevant information is shared with superiors and subordinates.							
5	Encourages joint action with others to solve problems.							
6	Understands and accepts individual differences and is accountable.							
7	Develops rapport and trust.							
8	Demonstrates a sensitivity to the needs, feelings, and suggestions of others.							

G. Flexibility

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Open to new ideas and willing to try new approaches.							
2	Adapts to changes in assignments and/or new conditions in work environment.							
3	Functions well with multiple assignments.							
4	Is able to take guidance from more than one source.							

H. Acceptance of Supervision

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Takes assigned direction, keeps supervisor informed; accepts constructive criticism and acts on it.							
2	Accepts and adjusts to authority relationship in a manner that contributes to effective working relationships.							
3	Adapts to supervisory/managerial styles in a way that promotes the working relationship.							
4	Acts on direction in a way that is timely.							

I. Leadership

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Expresses clear, concise performance expectations.							
2	Displays commitment to CRA goals and objectives.							
3	Influences others to strive toward objectives.							
4	Maintains control and appropriate follow through over area of accountability.							
5	Provides opportunity for ongoing feedback with frequent contact with employees and supervisors.							
6	Evaluates employees' performance according to clear criteria and objectivity.							
7	Readily corrects performance deviations.							
8	Promotes participation, cooperation and team work.							
9	Adjusts leadership style to individual, group and situation needs.							

J. Employee and Professional Development

	Evaluation Category	Outstanding	Commendable	Proficient	Needs Improvement	Unsatisfactory	Not Applicable	Comments (if any)
1	Seeks opportunities for technical training and professional development.							
2	Provides appropriate orientation and training opportunities to employees and superiors in light of position responsibilities and individual experience.							

K. Compliance with CRA Policies and Procedures

	Evaluation Category	Select Only One Box
1	Consistently adheres to all CRA or applicable policies, procedures. No guidance required. Sets example for other employees.	
2	Almost always follows CRA or applicable policies. Little guidance needed.	
3	Verbal counseling, discussed during review period.	
4	Written reprimand administered during the review period.	
5	Multiple written reprimands or suspension administered during the review period.	