

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
APRIL 28, 2020 at 6:00 PM
VIRTUAL MEETING AND PUBLIC COMMENTS PROCEDURE

The Dania Beach Community Redevelopment Agency (CRA) will be conducting a “Virtual” CRA Board meeting utilizing communications media technology (“CMT”), in accordance with Governor Ron DeSantis’ Executive Order No. 20-69, dated March 20, 2020, related to conducting local government public meetings while under the public health emergency related to the spread of Novel Coronavirus Disease 2019 (COVID-19). City Hall building is closed to the public.

Please visit www.daniabeachfl.gov/virtualmeetings for detailed instructions on how to attend and participate in virtual CRA Board meetings. Public access to this virtual meeting can be accomplished as follows:

- Watch Meeting on the City’s YouTube Channel at www.daniabeachfl.gov/2654/Watch-DaniaTV
- Watch Meeting on Comcast Cable Channel 78
- Join the Meeting virtually or by telephone using RingCentral Meetings

Any member of the public wishing to comment publicly on any matter including on specific agenda items can do so by one of the following options:

Before 2:00 p.m. on the day of a meeting, comments can be submitted into the record by using the following link:

<https://daniabeach.seamlessdocs.com/f/PublicSpeakingFormCRAMeeting> *(all public comments submitted will be provided to the CRA Board prior to the meeting and will be attached to the minutes of this meeting and become part of the official record)*

Participating in a public meeting using the video conference platform:

- Virtual attendance: download and install RingCentral Meetings and join using the webinar ID; to be recognized during public comment, click “Raise my hand” in the software
- Telephone attendee: dial webinar phone number and enter webinar ID; to be recognized during public comment, dial *9 to raise your hand

For more information about this CRA Board meeting or submitting a public comment at the meeting, please contact:

Thomas Schneider, City Clerk
City of Dania Beach
100 W Dania Beach Boulevard
Dania Beach, FL 33004
954-924-6800 | tschneider@daniabeachfl.gov

NOTICE: This meeting is open to the public. In accordance with the Americans with Disabilities Act of 1990, all persons who are disabled and who need special accommodations to participate in this meeting because of that disability should contact the Office of the City Clerk, 954-924-6800 ext. 3624, no later than two days prior to such proceeding. Anyone wishing to appeal any decision made by the Dania Beach CRA Board with respect to any matter considered at such meeting or hearing will need a record of the proceedings and, for such purpose, may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based. Agenda items may be viewed online at www.daniabeachfl.gov.

**Instructions for Participating and Viewing
Dania Beach CRA Board Virtual Meeting
April 28, 2020 at 6:00 PM**

Through the City's Website:

Please click the link below:

www.daniabeachfl.gov/2654/Watch-DaniaTV

Through Comcast Channel 78:

If you are a Comcast/Xfinity customer, please go to Channel 78 to view the meeting.

Before 2:00 p.m. on the day of the meeting, submit Public Comments by clicking this link:

<https://daniabeach.seamlessdocs.com/f/PublicSpeakingFormCRAMeeting> *(all public comments submitted will be provided to the CRA Board prior to the meeting and will be attached to the minutes of this meeting and become part of the official record)*

Options for Viewing and Participating in the Meeting Using RingCentral Meetings software

Visit <https://www.ringcentral.com/apps/rc-meetings> to download and install the software on your device

Use this meeting link to join as an attendee:

<https://webinar.ringcentral.com/j/1491908108>

Using your telephone – for higher quality, dial a number based on your current US location:

South	1(346)9804201
Northeast	1(646)3573664
Northwest	1(650)2424929
West	1(213)2505700
Central	1(312)2630281

Enter the webinar ID: 149 190 8108

To raise hand and be acknowledged to speak:

1. Users who call in can dial *9 to raise their hand
2. If using the meeting software, to raise hand click or tap "Participants", then choose the option to raise hand.
3. Once you have been selected to speak, you may be prompted to unmute your device or this will be done for you.

**AGENDA
COMMUNITY REDEVELOPMENT AGENCY
VIRTUAL REGULAR MEETING
TUESDAY, APRIL 28, 2020 - 6:00 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 TWO HUNDRED FIFTY DOLLARS (\$250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

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.

1. CALL TO ORDER/ROLL CALL

**MOTION TO ADOPT RESOLUTION ADOPTING PUBLIC MEETING
PROCEDURES UTILIZING COMMUNICATIONS MEDIA TECHNOLOGY DURING
DECLARED PUBLIC HEALTH EMERGENCY**

1. RESOLUTION NO. 2020-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PURSUANT TO THE GOVERNOR'S EXECUTIVE ORDER 20-69, AND FLORIDA STATUTES SECTION 120.45(5)(b)(2), ADOPTING A PROCESS AND RULES FOR THE USE OF COMMUNICATIONS MEDIA TECHNOLOGY FOR PUBLIC MEETINGS DURING THE DECLARED PUBLIC HEALTH EMERGENCY (COVID-19); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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

5. CONSENT AGENDA

1. Minutes:
Approve Minutes of March 10, 2020 CRA Board Meeting
2. Travel Requests: None
3. RESOLUTION NO. 2020-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA APPROVING THE ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2019; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. Budgeting concerns - Chair Lewellen
2. Marketing events, budget impacts and alternatives

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

RESOLUTION NO. 2020-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA"), OF THE CITY OF DANIA BEACH, FLORIDA, PURSUANT TO THE GOVERNOR'S EXECUTIVE ORDER 20-69, AND FLORIDA STATUTES SECTION 120.45(5)(b)(2), ADOPTING A PROCESS AND RULES FOR THE USE OF COMMUNICATIONS MEDIA TECHNOLOGY FOR PUBLIC MEETINGS DURING THE DECLARED PUBLIC HEALTH EMERGENCY (COVID-19); PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, on March 20, 2020, Governor Ron DeSantis issued Executive Order 20-60, "Emergency Management – COVID-19 Local Government Public Meetings"; and

WHEREAS, pursuant to Executive Order 20-69, the quorum requirements for public meetings are suspended, and the CRA is authorized to hold public meetings through the use of communications media technology, subject to the adoption of rules pursuant to Section 120.45(5)(b)(2), Florida Statutes;

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

Section 1. The following procedures and rules are applicable to virtual workshop, regular and special CRA Board meetings:

- a. Prior to the commencement of any virtual CRA public meeting, the CRA shall post notice of the meeting in a manner consistent with Section 286.011, Florida Statutes. The notice shall also include instructions on how to access the public meeting either via telephone, video conference, or other communications media technology utilized by the CRA, and will include instructions regarding how members of the public may submit comments or questions to be addressed at the public meeting. The virtual meeting telephone number will be published on the CRA Board agenda and will be included everywhere the meeting is noticed.
- b. As used in this Resolution, the terminology, "communications media technology" means the electronic transmission of printed matter, audio, full-motion video, freeze-frame video, compressed video, and digital video by any method available. The CRA may also use the term "virtual meeting" when referring to meetings held using communications media technology.
- c. The CRA Board Chair will administer the virtual CRA meeting or workshop, with technical assistance from the Information Technology Department. Notice for the virtual meeting will be found at www.daniabeachfl.gov/virtualmeetings, and provide detailed

instructions on how to attend and participate in virtual CRA Board meetings. Public access to this virtual meeting can be accomplished by watching the virtual meeting on the City of Dania Beach's YouTube Channel at www.daniabeachfl.gov/2654/Watch-DaniaTV; watching the virtual meeting on Comcast Cable Channel 78, or by joining the virtual meeting by telephone using RingCentral Meetings.

- d. The City Clerk shall include the following message in the notice:

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 VIRTUAL MEETING.

- e. The public may comment on any matter or item on a regular or special virtual meeting agenda using the dedicated telephone number. Any member of the public wishing to make verbal or written comment during a virtual meeting must pre-register to do so with the City Clerk's office using the form found on the City's website. Once the registration has been processed, the registrant will receive instructions for dialing into the virtual meeting. Members of the public who attend the virtual meeting by telephone will have their line muted at all times, except when acknowledged by the CRA Board Chair to speak on a particular agenda item, and only one individual will be permitted to speak at a time. Workshop meetings do not provide for public participation but they can be viewed.
- f. In addition, the public may comment on a virtual regular or special meeting item, on the agenda, prior to the beginning of the virtual meeting, using the form found on the City's website. The forms will be emailed to the CRA Board prior to the virtual meeting and will be attached to the minutes of the meeting as part of the official record.

Section 2. That the foregoing "Whereas" clauses are ratified and confirmed as being true and correct and they are made a specific part of and incorporated into this Resolution by this reference.

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

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

PASSED AND ADOPTED on April 28, 2020.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CRA CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY

Memorandum

To: Chair, Vice Chair and Board of Directors
From: Rickelle Williams Executive Director
Date: April 28, 2020
Re: **Administrative Report**

1. Budget Matters

CRA staff has been proactive in identifying measures to mitigate the actual and projected budgetary impacts of COVID-19. Staff is fluidly working on plans to streamline expenses by deferring, reducing or eliminating certain activities. Staff is aware of the potential impacts to the City of Dania Beach's budget including projected losses to the General Fund this year and in the future. The CRA will work with City staff to stay abreast of the situation and take appropriate action as projections become more fine-tuned. At this time, all staff training, travel to conferences and overtime has been suspended. Staff is also presenting a discussion item to the CRA Board recommending the cancellation of all marketing events at least through the remainder of the fiscal year. Additional budget mitigation steps are being discussed and will be communicated with the CRA Board as appropriate.

2. Potential for Business Assistance Program

Some businesses located in the CRA have inquired about if the CRA could offer financial assistance to their business due to COVID-19. There are CRAs that are currently developing or implementing Business Assistance Programs to help businesses that have been impacted by the COVID-19 pandemic. As I have shared with you, based on guidance from the Florida Redevelopment Association, if our CRA would like to explore this option, a CRA Plan amendment and Budget amendment would ultimately be necessary. Based on the limited budget, the CRA would have to reallocate funds from other areas to achieve this.

At the time this information was shared with you, federal Paycheck Protection Program funds for small businesses was nearly exhausted. However, at this time, it is more likely that additional federal funding will become available to small businesses. It is uncertain how the economic situation will continue to evolve. While staff is concerned about the survival of local businesses, now may not be the time to develop a new program, particularly with the current limitations within the adopted budget. Rather, the CRA can continue to offer technical assistance to businesses by guiding them to other sources of funding and assistance. As we plan for the Fiscal Year 2021 budget, we can discuss and evaluate priorities that could include this type of program.

3. PATCH Donates to Community

As you are aware, the CRA limited retail sales transactions at the PATCH in order to reduce the health risk to PATCH staff and customers. We also eliminated volunteer activity, which accounts for many hours of farming activity. Due to the elimination of volunteers, PATCH staff has been working hard to ensure that existing investments in produce are not wasted. Fortunately, we were able to donate produce to local faith groups to be distributed to people in need. Donations to local not-for-profit organizations and faith groups are available on a recurring and ongoing basis as the shutdown continues.

4. PATCH Launces Online Ordering System

On Earth Day (April 22, 2020), the PATCH launched an online ordering and payment system. With resources through our USDA grant, we were able to develop a safe and efficient ordering method that offers customers and staff a safer shopping experience. The State of Florida has modified the requirements for how SNAP benefits may be used which now allows SNAP benefits to be applied to online orders. Through the Feeding Florida Fresh Access Bucks program (SNAP/EBT), customers receive 50 percent off PATCH grown produce, at the PATCH if they utilize their SNAP benefits. Please see attached flyer for more details.

5. PATCH procures grant-funded Trailer for Mobile Markets

In 2019, the CRA received funding through a grant from the Frederick A. Deluca Foundation to purchase a trailer to support the USDA grant-funded mobile markets. This trailer will be utilized to sell PATCH produce at various locations in Broward County. Although the mobile markets have been suspended due to COVID-19, we are hopeful that we can soon begin to use the trailer to enhance the mobile market experience. Please see attached photos of the trailer.

6. Broward County Redevelopment Capital Program –Loan to Grant Conversion: Parking Garage

A new loan agreement for the remaining loan balance of \$621,876 will be drafted by Broward County and submitted to the CRA Board for execution. The CRA expects to negotiate a revised loan agreement later this year when the Tru by Hilton and other current projects receive their Certificates of Occupancy and details provided to the County to reduce the loan balance. *The CRA has received the amendment from Broward County and will bring the item before the CRA Board and work with City staff to bring the same item before the City Commission as a tri-party agreement in May 2020.*

7. Broward County - Broward Redevelopment Program (BRP) Grant– Trion Next Steps

The CRA applied for a BRP grant for public improvements supporting the Trion 300-unit mixed-use development slated for the corner of East Dania Beach Boulevard and Federal Highway. On March 5, 2019, the CRA was awarded the grant in the amount of \$1,000,000.00. An Interlocal Agreement for the grant was approved by the CRA Board on December 23, 2019. Broward County has indicated that the ILA has been signed and executed. *The CRA is currently negotiating an agreement with the developer of the Trion. We are working toward bringing this item forward to coincide with the site plan modification request at the May 12, 2020 Dania Beach City Commission meeting.*

8. The Dania Beach Clergy Alliance, OIC of South Florida and Dania Beach CRA suspend Introductory Career Readiness Training Program

As a result of the COVID-19 pandemic and associated Emergency Orders, the Dania Beach Clergy Alliance, OIC of South Florida and CRA have suspended the last of three (3) career readiness training sessions which was scheduled for Saturday, March 21, 2020 from 9:00 am to 2:00 pm at CW Thomas Park Recreation Center. Plans have not been made to reschedule as of yet.

9. Business Retention Outreach

CRA staff continues to field inquiries from Dania Beach businesses and residents seeking information on assistance programs. Information on assistance programs, webinars and virtual workshops and updates continue to be shared via the CRA website and through social media. Prior to COVID-19, the Economic Development Manager invested time in visiting businesses within the Redevelopment Area. This has enabled the CRA to acquire contact information

from business owners that has proven to be very helpful during this time of social distancing and low economic activity. For more information on business retention outreach activities, please see the attached PowerPoint.

10. At Home Dania Beach – First Time Homebuyer Program

CRA staff continues to field inquiries from individuals interested in purchasing a home through the First Time Homebuyer Program. Housing Foundation of America, our housing counseling agency, has provided interested buyers with a virtual homebuyer education course option, which is a requirement for the program. The four (4) previously approved buyers are in the process of entering into a contract to purchase the homes from the developer. These buyers are also seeking funding from Broward County. There are two (2) homes remaining. Once there are qualified potential buyers, CRA staff will present these potential buyers to the CRA Board for approval to enter the lottery for down-payment/closing cost assistance. All remaining funding is available on a first come, first qualified, first served basis.

11. At Home Dania Beach – Affordable Housing Development

Construction on the six (6) homes has continued through the shutdown, which has slightly affected the development schedule. However, CRA staff does not foresee contractual issues based on the development agreement. Interior work is being done on the homes as well as exterior painting and landscaping. The homes are projected to be completed in May.

12. At Home Dania Beach – Residential Beautification Program

Just prior to the shutdown, the CRA commenced the second phase of its Residential Beautification Program working in conjunction with Rebuilding Together Broward County. A second phase waiting list was developed and we have identified twenty-four (24) homes ready for beautification through the program. To date, six (6) of these homes have been completed, four (4) of which are located in the East Federal CRA sub-area. Due to safety concerns related to COVID-19, the Residential Beautification Program has been temporarily suspended.

13. Workforce Housing Development

The three properties on JA Ely Boulevard have been assigned addresses (as needed), marked for utilities and surveyed. An architect has been identified via a written request for quotation. A contract is being drafted.

14. Rebranding Initiative

Neighborhood and park signage installations were suspended due to COVID-19. The contractor is ready to resume installation of new replacement neighborhood signs while utilizing proper safety precautions.

15. Community Foundation of Broward – Honor the Legacy Project

After a review of designs submitted by Artist Gary Moore, and the realization that there was a need for a more unique design and appearance for some of the markers, the CRA met with the Community Foundation of Broward to discuss an extension for the grant and to give the artist adequate time for revision and fabrication of the markers. We want to ensure that the project is executed in a way that is complimentary to the City of Dania Beach and meets the standards of the Foundation and the Dania Beach CRA. *The CRA has postponed the timeline and activity modification plans for this project as a result of COVID-19.*

16. Upcoming Events

The PATCH mobile markets have been suspended until The COVID-19 restrictions are lifted. There is a discussion item on the April 28th CRA Board meeting agenda related to CRA major marketing events.



DANIA BEACH PATCH

Peoples Access To Community Horticulture

★ ★ ★ DANIA BEACH'S ★ ★ ★

FARM & MARKET

1201 WEST DANIA BEACH BLVD

ONLINE

Order Fresh, Low Cost Produce for Pick-up

- Pick-up days Tuesday and Friday from 10am to 11am
- Orders for pick-up on Tuesday must be received by Sunday at 11pm
- Orders for pick-up on Friday must be received by Wednesday at 11pm



- STEP 1** Email your order to events@thepatchgarden.com
- STEP 2** You will receive an order confirmation and invoice
- STEP 3** Pay the invoice with your card online or call for more options
- STEP 4** Pick-up will be scheduled
- STEP 5** **Remain in your car**, order will be placed in your trunk

EBT/SNAP
RECEIVE 50% OFF
FLORIDA-GROWN PRODUCE

For questions: email events@thepatchgarden.com or call: 954-922-0220



PATCH Mobile Market Trailer (Grant Funded)



Overview of Economic Development Related Activities for the last Quarter



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Dania Beach CRA Board Meeting
April 28, 2020

Overview of Activities

œ Objective: to provide an update on the CRA's Economic Development related activities from December 2019 to April 2020

œ 5 major focus areas: business visits, business attraction and retention, commercial improvement grants, Greater Fort Lauderdale Alliance meetings, and COVID-19

Business Visits

- œ The intent of the visits was to:
 - œ Obtain information on the business operations and needs;
 - œ Inform them about CRA business networking events e.g. Annual business luncheon;
 - œ Inform them about local resources and Chamber of Commerce;
 - œ promote the County's Small Business Certification program.

Business Visits

- ✧ The CRA has visited 87 businesses within the CRA (interior design, exporting goods, manufacturing, and retail)
- ✧ Businesses with over 20 years of service in the community
 - ✧ Allstate Insurance
 - ✧ Dania Medical Equipment and Supplies, Inc.
 - ✧ Hairpeople Haircuts
 - ✧ Designer Discount Fabrics & Furniture (31 years)
 - ✧ Finish Line Feed
 - ✧ Handy Storage
- ✧ During the visits, the CRA learned about and posted 20 different job opportunities on the CRA's social media pages

Business Attraction & Retention

- œ The CRA receives inquiries from companies looking to expand or relocate their operations in the City
 - œ JC Pastry needed a min. of 1,300 sq. ft. – current inventory of spaces were priced above the customer's budget
 - œ NK Bistro Jamaican Cuisine (of Hollywood) wants to relocate to Dania Beach – CRA currently working with customer to find a space.
 - œ Chef and artist Mark Cameron needs a space for a restaurant and art gallery – CRA currently working with customer

Business Attraction & Retention

- ☞ CRA met with a developer interested in building affordable housing units (developer is still in the research phase)
- ☞ CRA provided commercial realtor with Opportunity Zone information for client seeking to develop in Dania Beach
- ☞ CRA promoted workforce development by partnering with Dania Beach Clergy Alliance to host career training workshops facilitated by OIC of South Florida
- ☞ As part of the Development Review Committee, the CRA has reviewed and provided comments for 3 major site plan applications within the CRA (Hilton Embassy Suites, The Trion at Dania Beach, and GMAX Townhomes)
 - ☞ Comments include the number of jobs associated with the development and the anticipated tax base associated with the development before and after construction

Commercial Improvement Grants

- ❧ Associates MD (\$20,000)
 - ❧ Project is nearing completion
- ❧ The Fish Grill Restaurant (\$17,486)
 - ❧ Project is on hold pending roof repairs which are almost complete
- ❧ Alex's Flamingo Plaza (\$40,000)
 - ❧ Project is nearing completion-painting portion has been completed
- ❧ Barbie Joe's (\$20,000)
 - ❧ Project complete pending reimbursement
- ❧ CRA's Total Investment \$97,486

Greater Ft. Lauderdale Alliance (GFLA)

- œ The CRA has attended 5 Economic Development networking meetings hosted by the GFLA. CRA also attends team meetings:
 - œ International Action Team
 - œ Corporate Council
 - œ Permitting Action Team Committee
 - œ COVID-19 related webinars

COVID-19 Information Provided

- ❧ CRA compiled a list of Federal, State, and Local Resources available to residents and business owners.
- ❧ Resources are available on the CRA website, Facebook, and newsletter
- ❧ CRA has made contact with to 23 local businesses regarding resources
- ❧ The major Federal and State funds have been exhausted; however, the State just announced \$40 million in the Rebuild Florida Fund (up to \$500,000 per eligible business). Federal resources may be increased soon.

COVID-19 Information Provided

- ☞ To date, the State is receiving about 260,000 applications per week for unemployment and there is a back log of about 1 million applications pending review
- ☞ State is opening more call centers and hiring a few thousand people to reduce the backlog
- ☞ Businesses in Broward County may possibly be reopening the week of May 4th (date is fluid though)

Summary

- œ CRA visited 87 businesses
- œ CRA promoted 20 jobs within the CRA boundary
- œ Met with an affordable housing developer and realtor
- œ Provided commercial space information to 3 businesses looking to expand or relocate their operations in the City
- œ Reviewed 3 major site plan applications

Summary

- œ 2 out of the 4 active commercial improvement grants are nearing completion. 1 is already complete.
- œ Attended meetings and webinars hosted by the Greater Fort Lauderdale Alliance
- œ Compiled and promoted a list of business and other resources related to the COVID-19 pandemic.
- œ Continues to reach out to local businesses during the pandemic

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MARCH 10, 2020 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the meeting to order at 5:30 p.m.

Present:

Chair:	Lori Lewellen
Vice-Chair:	Lauren Odman
Board Members:	Chickie Brandimarte Bill Harris Tamara James
Executive Director:	Rickelle Williams
City Attorney:	Thomas Ansbro
CRA Secretary:	Thomas Schneider

2. Citizen Comments

Emmanuel George, 17 NE 2nd Avenue, spoke about the JA Ely Boulevard housing; he thought it was supposed to be affordable housing. He felt we need to focus on inclusiveness and more community development to better the people; we need to have more balance and representation of the community.

Colynn Mae Jones, 22 NW 14th Avenue, congratulated the Board for employing Director Williams as the CRA Director.

Bobbie H. Grace, 110 NW 8th Avenue, commented on the 14th Avenue Oasis project and noted nothing has been done with this project. She also commented on the three parcels on JA Ely Boulevard and noted she has not seen any progress on developing these properties.

Paul R. Wiggins, Greater Mt. Zion Church, spoke of the affordable housing item on the agenda and noted he looks forward to working with the CRA.

3. Administrative Reports

3.1 Administrative Report

Director Williams reviewed the information included in the agenda packet. She noted the County found that the Wayfinding Signage Project did not qualify for CDBG funding and she recommended funding it from another source.

There was a brief discussion on the OIC job training opportunities.

3.2 Arts and Seafood Celebration Report

Director Williams reviewed the information included in the agenda packet and the memo distributed to the Board regarding the Arts and Seafood Celebration/Dania After Dark and the Coronavirus. She recommended the CRA not hold the Arts and Seafood Celebration event.

Vice-Chair Odman questioned postponing the event rather than cancelling it.

Director Williams responded she would want a workshop to discuss the event if it were to be postponed. If the Board recommends postponing it, staff would look at tentative dates so as to not conflict with other events. Some vendors would stay with us, others would not. She recommended to not hold the event on March 28th and 29th.

Board Member Brandimarte noted she would rather postpone the event and not cancel it. People come here and enjoy the event.

Board Member Harris agreed; if we can, we should postpone it. It is our signature event and if we have it, we will be the heroes. A lot of events are being cancelled; if we have it, our attendance may be up.

Commissioner James noted she would want to hear what the Fire Chief has to say. While only four people have the virus, there could be thousands exposed.

Fire Chief Sergio Pellecer said he could only go by what the Department of Health is recommending.

Commissioner James also noted there are vendors thinking about dropping out of the event.

Chair Lewellen noted her concern is that the confirmed cases are from the Port and we are very close to it. She asked about DAD for this month.

Director Williams said she is recommending cancelling the DAD and Art in the Hall events.

Commissioner Brandimarte noted by cancelling the events, we are showing we care for the residents. She commented on her upcoming Seniors St. Patrick's event lunch, where she will provide sandwiches outside. She agreed the Arts and Seafood Celebration and the DAD events should be cancelled.

Director Williams said she needs to take action immediately, and then she would schedule a workshop if necessary.

The Board consensus was to postpone the events and to direct Director Williams to provide dates for a workshop.

4. Presentations

4.1 Kathleen Weekes, CRA Manager

Director Williams acknowledged CRA Manager Weekes for her leadership, commitment and compassion in directing the CRA during her leave of absence. Chair Lewellen and the Board presented a plaque to CRA Manager Weekes.

4.2 Larry Baum, Stellar Communities

This item was taken up after item #7.1.

Director Williams acknowledged and thanked Mr. Baum for the funding provided for affordable housing in the CRA. Mr. Baum commented on his opportunity to work with the CRA. Chair Lewellen and the Board presented a plaque to Mr. Baum.

4.3 Joseph Milton, The José Milton Family/United Property Management

This presentation was postponed.

5. Consent Agenda

5.1 Minutes:

Approve Minutes of February 11, 2020 CRA Board Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2020-CRA-001

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, ESTABLISHING A LOTTERY SYSTEM AND AWARDING FOUR (4) PARTICIPANT-COMMITMENTS FOR BENEFITS OF TWENTY THOUSAND DOLLARS (\$20,000.00) PER HOUSEHOLD UNDER THE FIRST-TIME HOMEBUYERS PROGRAM OF THE AT HOME DANIA BEACH PROGRAM; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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

Chair Lewellen administered the lottery drawing and the Board Members drew the names of the four awardees.

Director Williams noted the four awardees would be contacted in the order in which they were picked by the Board for their choice of the four homes.

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 JA Ely Boulevard Housing Development (Smith's Store Property)

Director Williams reviewed the information included in the agenda packet, and noted she would like direction from the Board.

Chair Lewellen noted she spoke to a number of residents who live in the neighborhood and they would prefer townhomes over single-family homes.

Board Member Harris said we should look at other housing types to maximize the space.

Board Member James noted it would take a unanimous vote to change the deed restrictions and she is opposed to anything other than single-family homes. She has not heard about anyone wanting something different there. If we move forward with the recommendation of Director Williams, we will have a cost savings of \$500,000.00 which could be used for other projects that were put off due to budget constraints.

Board Member Brandimarte spoke of the previous Commission's decision to raze the Smith parcels and build single-family homes for first responders.

Vice-Chair Odman asked if the restrictive covenant specifically says it is for first responders.

Director Williams did not think that was included in the restrictive covenant, although there was discussion about it. She noted single-family homes are the only type that could be built on this property under the current zoning. She addressed designating only certain owners of the homes and the selling and deeding of the property to developers. She reviewed the hybrid approach process that she is recommending.

Board Member James motioned to approve the hybrid approach recommendation for the workforce housing project for the property on JA Ely Boulevard; seconded by Vice-Chair Odman. The motion carried unanimously.

8. Board Member Comments

Board Member Brandimarte extended condolences to Chair Lewellen on the passing of her mother.

Board Member Harris spoke of the ULI conference he attended with Director Williams.

Board Member James noted she is in support of some sort of mixed use for a parcel south of the cemetery.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Lewellen adjourned the meeting at 6:33 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
CHAIR – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)
ADOPT RESOLUTION APPROVING THE ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2019

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

Fiscal Impact/Cost Summary

Exhibits Attached
FY2019 Annual Report Memo, R-2020-CRA- Approving FY 2019 Annual Report, FY 2019 Annual Report



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

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

To: Chair, Vice Chair and Board of Commissioners

From: Rickelle Williams, Executive Director

Date: April 28, 2019

Re: **Dania Beach Community Redevelopment Agency Annual Report for Fiscal Year 2019**

Background

In compliance with Florida Statutes chapter 163.371 of the Community Redevelopment Act, the Dania Beach Community Redevelopment Agency is required to advertise and submit its Annual Report. Broward County also adopted reporting rules for Municipal Community Redevelopment Agencies through Administrative Code 18.87, which require additional reporting.

The CRA, in compliance with State and County requirements, advertised and submitted the Dania Beach CRA Annual Report for Fiscal Year 2019 to the City of Dania Beach and Broward County.

Recommendation

It is recommended that the CRA Board approve the Annual Report for the fiscal year ending September 30, 2019.

RESOLUTION NO. 2020-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA APPROVING THE ANNUAL REPORT FOR THE FISCAL YEAR ENDING SEPTEMBER 30, 2019; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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

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

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

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

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

WHEREAS, Florida Statutes Chapter 163.356(3)(c) of the Community Redevelopment Act requires that the CRA must submit and advertise its Annual Report by March 31 of each year; and

WHEREAS, the CRA advertised and submitted the Annual Report to the City of Dania Beach and Broward County prior to March 31, 2020;

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

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

Section 2. That the CRA Board, pursuant to Chapter 163.356, Florida Statutes and Broward County Administrative Code Section 18.87, approves the Annual Report for the year ending September 30, 2019; a copy of the Annual Report is attached and incorporated by this reference.

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

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

PASSED AND ADOPTED on April 28, 2020.

ATTEST:

THOMAS SCHNEIDER, CMC
CRA SECRETARY

LORI LEWELLEN
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

THOMAS J. ANSBRO
CRA ATTORNEY



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

2018-2019 ANNUAL REPORT



TABLE OF CONTENTS

1. Board of Directors, Mission Statement & Staff	3
2. Letter from the Executive Director.....	5
3. Dania Beach CRA Location, Map and Background.....	6
4. Redevelopment Plan Goals	8
5. Demographics	9
6. Tax Base and Taxable Values	10
7. Redevelopment Goals and Initiatives	12
7.1. Residential Revitalization	12
7.2. PATCH Urban Farm and Garden	17
7.3. Redevelopment.....	20
7.4. Business Retention	23
7.5. Business Attraction	26
7.6. Marketing	27
7.7. Florida Department of Economic Opportunity: Special Districts Accountability Program.....	32
8. Performance Data.....	34
9. Financial Statements	37

BOARD OF DIRECTORS



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



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

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, CRA Manager

DeAndrae Spradley, Economic Development Manager

Kisha Eugene, CRA Coordinator

Kha White Davis, Administrative Specialist

Leon Carroll, Lead Farm & Market Coordinator

Amado Diaz, Farm & Market Coordinator

Carol Stokrocki, Farm and Market Coordinator

LETTER FROM THE EXECUTIVE DIRECTOR



Celebrating its 115th anniversary in 2019, the City of Dania Beach continues to grow and shine as a Broward County leader in redevelopment. In addition, fiscal year 2019 marks the 15-year anniversary of the Dania Beach Community Redevelopment Agency (CRA). This year represents a significant milestone in the life of the CRA. The inaugural CRA Plan was adopted in 2004. Given the thirty-year lifespan through 2034, the CRA reached its natural midpoint in 2019. Over the past fifteen years, the CRA, which comprises 26 percent of the City, has played a significant role in improving the infrastructure, aesthetics, taxable value and perception of the Dania Beach Redevelopment Area and the city at large.

The CRA Board has demonstrated visionary leadership by focusing on businesses, residents and visitors through economic development incentives and grants, residential revitalization programs, marketing and branding endeavors. As in the past, the CRA has utilized creative place-making and strategic investments to catalyze redevelopment. This has helped to spawn growth in the hospitality, retail and marine industries and strengthen the downtown core and residential neighborhoods. In this fiscal year, the CRA also took a major step in redevelopment by pursuing a multimillion-dollar City Center Project through a public-private partnership to transform downtown Dania Beach, attract private investment and improve quality of life.

The CRA has been able to secure grant funding and leverage local partnerships to further enhance redevelopment opportunities. The CRA was awarded \$1,059,000 in new grants during the 2019 fiscal year and also secured \$82,000 through private sector contributions toward the First-time Homebuyer Program. These partnerships have served to maximize CRA resources to make redevelopment a fundamental part of Dania Beach's transformation as a destination City. Through various strategic efforts and marketing strategies, the CRA has worked hard to grow the tax base and improve the business climate and quality of life.

With a 62 percent increase in incremental taxable value over the previous year, there is undeniable growth taking place in the Redevelopment Area. At fifteen years old, the Dania Beach CRA is not experiencing a mid-life or existential crisis. With the leadership of the CRA Board and the dedication of staff, the CRA is in its prime and ready to expand on its foundation and take on new challenges to accelerate growth.

On behalf of the Dania Beach CRA Board of Directors, I am pleased to present herein the FY 2019 Annual Report which covers the period from October 1, 2018 through September 30, 2019. 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, 2019.

Best regards,

Rickelle Williams, MPA, PMP, LEED AP, FRA-RA

Executive Director

Dania Beach Community Redevelopment Agency

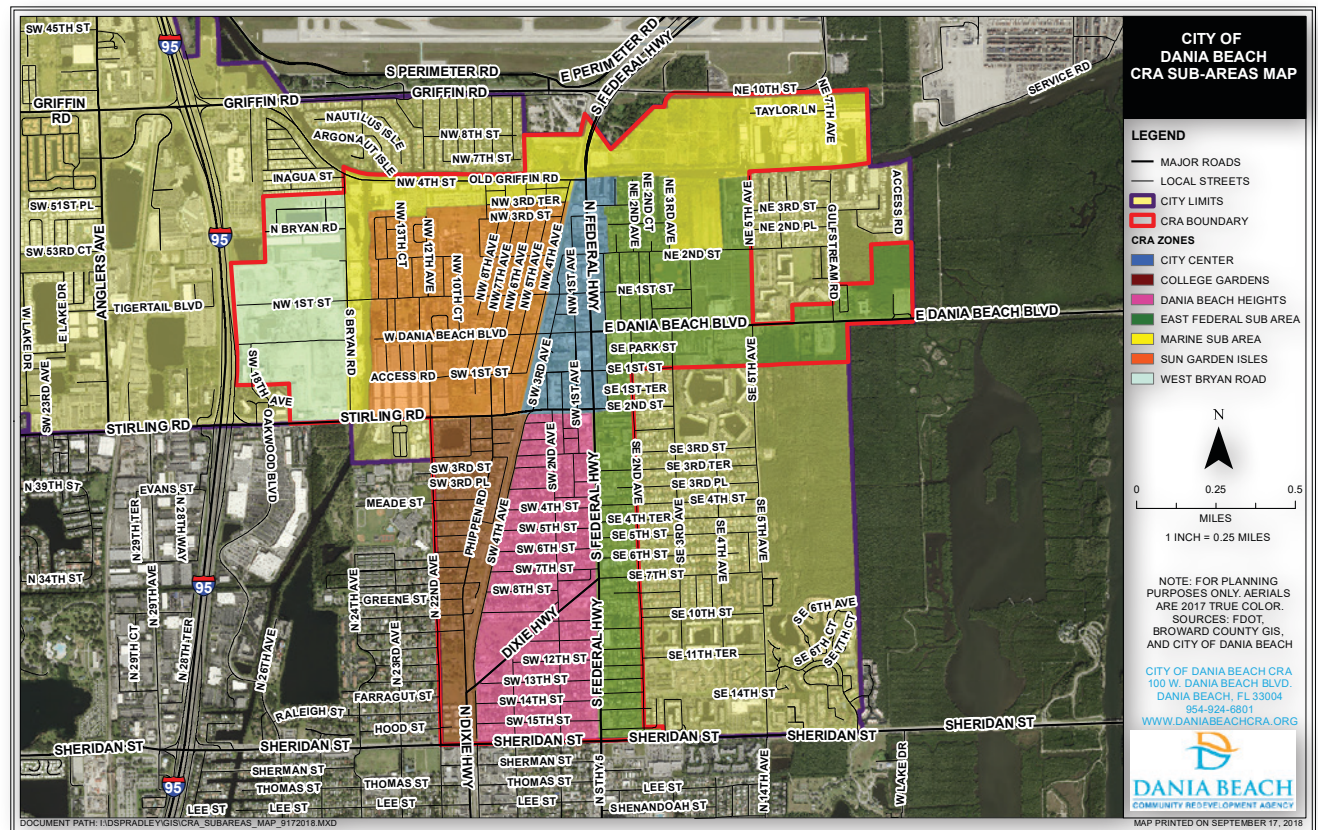
DANIA BEACH CRA LOCATION, MAP AND BACKGROUND

Location

Dania Beach has for its entire history served as a crossroads location in South Florida. As the region has developed over the years, 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



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.

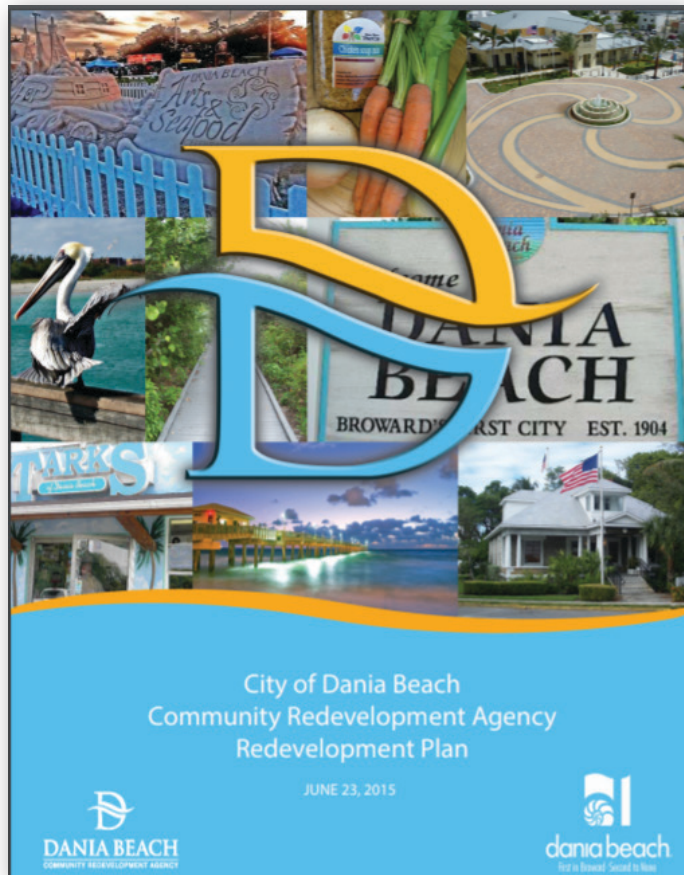
The Resolution also specified the County's method of funding for community redevelopment projects which would be predicated upon annual non ad valorem appropriations pursuant to the requirements of its Redevelopment Capital Program and as further defined in the Interlocal Agreement between the County 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.



Guiding Principles (CRA Plan – p. 2)

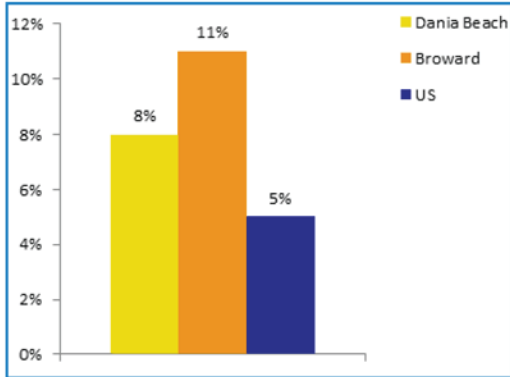
- The guiding principles of the CRA Plan include:
- Elimination of slum and blight;
- Improvement of the quality of life for current and future residents;
- Protection of the environment;
- Improvement of the economy through retention of current business and attraction of new business with a focus on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

Goals (CRA Plan – p. 3)

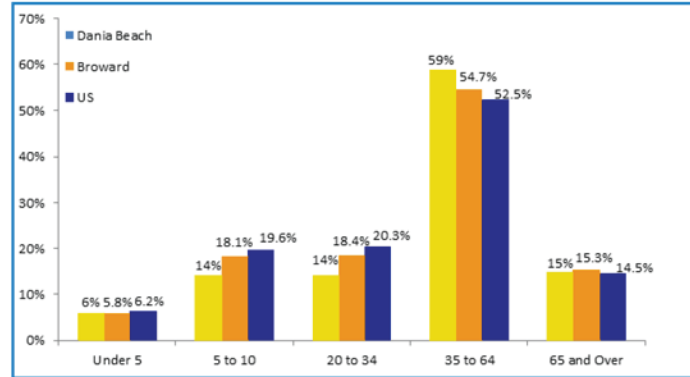
1. Enhance and reinforce the CRA Sub areas (neighborhoods).
2. Eliminate substandard housing and provide affordable housing alternatives.
3. Redevelop the CRA in a manner that is energy efficient and sustainable.
4. Attract targeted new industries and retain and expand core industries.
5. Enhance redevelopment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

DEMOGRAPHICS

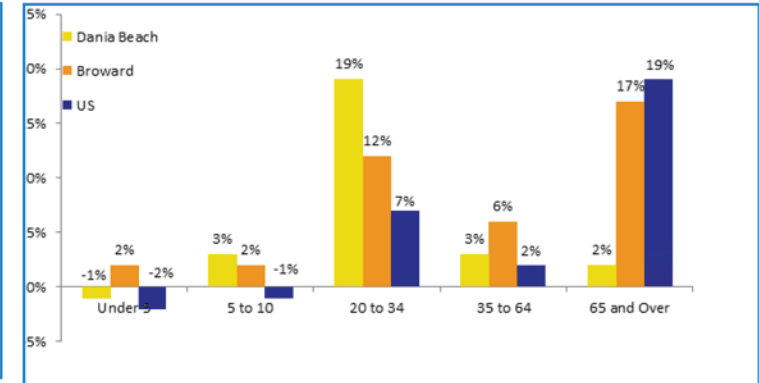
POPULATION GROWTH SINCE 2010



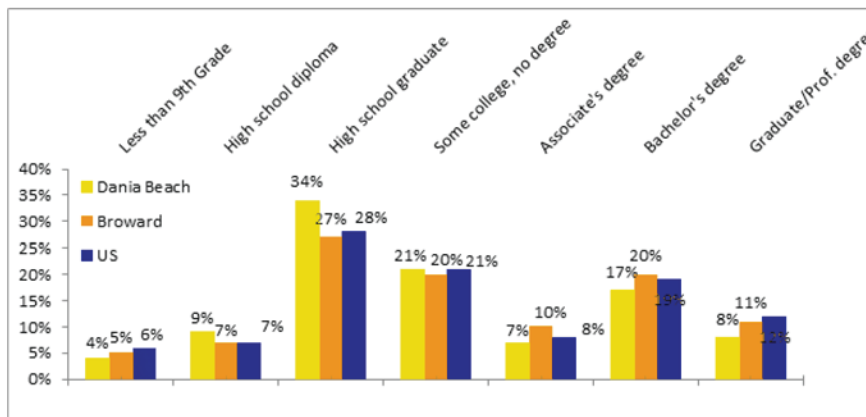
AGE GROUP DISTRIBUTION, 2016



AGE GROUP GROWTH RATES, 2010-2016



EDUCATIONAL ATTAINMENT, POPULATION 25 YEARS OR OLDER



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%

TAX BASE AND TAXABLE VALUES

Tax Base

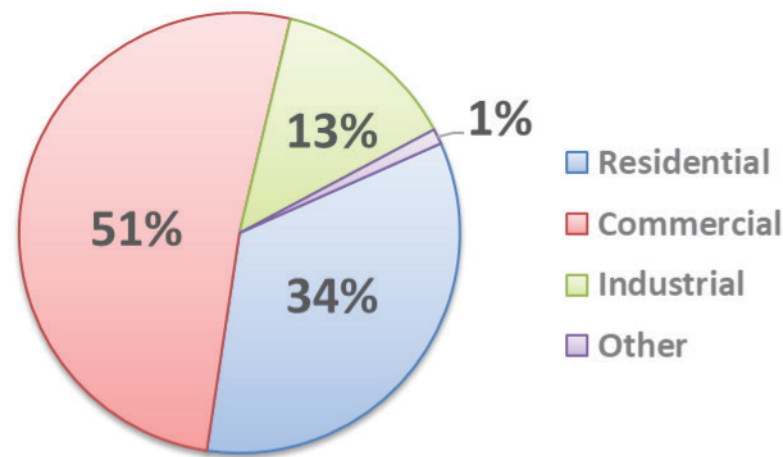
The following table provides a summary of historical taxable property values and incremental property values for the CRA as of January 1st of each year. While this report generally pertains to FY 2019 activity, the following section also includes FY 2020 property valuation data to highlight current trends. The CRA experienced positive tax base gains in FY 2020 due to strong growth in the commercial and residential market segments (36% and 11% growth respectively) including new construction values associated with Dania Point (see the Taxpayer Concentration table below: Dania Live 1748 LLC and Dania Live 1748 II LLC).

TAXABLE PROPERTY VALUES

TAX ROLL YEAR	FISCAL YEAR	TAXABLE VALUE	% CHANGE OVER PRIOR YEAR	BASE YEAR TAXABLE VALUE	INCREMENTAL TAXABLE VALUE	%CHANGE OVER PRIOR YEAR
2019	2020	1,017,542,200	21.1%	555,988,910	461,553,290	62.4
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%)

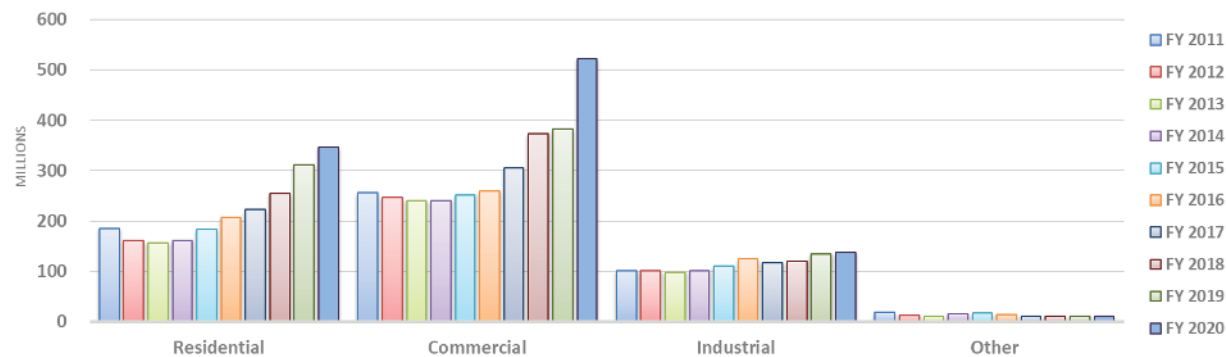
Taxable Values by Use Type

The segmentation of taxable values within the CRA highlights a diversified tax-base consisting of commercial, residential, and industrial use properties representing 51%, 34%, and 13% of taxable value respectively.



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.



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

A. Affordable Housing Development & First-Time Homebuyer Program

Housing is a proven economic development tool. In order to address slum and blight in the residential areas of the Community Redevelopment Area, the Dania Beach CRA Board authorized the At Home Dania Beach Residential Revitalization Program in June 2018. The At Home Dania Beach Program is a comprehensive approach to transforming the residential housing landscape within the Community Redevelopment Area. The Program features several initiatives including affordable housing development, a first-time homebuyer program, and a residential beautification program. The primary goals of the At Home Dania Beach Program are to:

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

The CRA planned and commenced the Affordable Housing Development and First-time Homebuyer Program initiatives to help address the shortage of affordable housing in the Redevelopment Area. The CRA utilized vacant residential lots conveyed by the City of Dania Beach via Broward County for the development of affordable infill housing with the objective of improving the existing housing stock within the CRA neighborhoods. These initiatives focus on low-to-moderate income households already residing in the City of Dania Beach. As a pilot program, the CRA, through multiple partnerships, initiated the development of six (6) single-family, 3 bedroom/2 bathroom homes with up to approximately 1,450 square feet.



Over a 3-month period, the CRA hosted a series of interest meetings and courses for potential homebuyers to complete the CRA's First-time Homebuyer's Education Certificate. In partnership with Housing Foundation of America, a not-for-profit

Housing Counseling Agency, the interest meetings and courses discussed key topics that the CRA determined were critical for the success of the first-time homebuyers participating in the Program. These topics included credit repair, financial literacy and saving, property upkeep and maintenance, and budgeting for monthly expenses. As part of the Program, the CRA announced plans to offer down-payment/closing cost assistance of up to \$20,000 to eligible first-time homebuyers. Over sixty (60) residents have expressed interest in the program.

The CRA led the pre-construction aspects of the affordable housing development project including surveying, architecture, plan development and permitting. In May 2019, the CRA conducted a ceremonial groundbreaking event at one of the six (6) parcels where the new single family homes were to be built. The ceremonial groundbreaking event incorporated development partners (Affordable Housing Development Solutions and Decota Construction), contributor (Stellar Communities), residents from the immediate community adjacent to the CRA-owned lots, potential homebuyers, elected officials, members from the business community and the general public. Local media also attended the event.

All six (6) of the affordable homes being developed through the CRAs initiative are under construction with project completion planned for May 2020. In light of the CRA's ongoing success with the Program, on May 28, 2019, the Dania Beach City Commission conveyed ten (10) additional parcels to the CRA to further implement housing development.

The CRA also hosted a Housing Forum initiated by Board member Bill Harris in collaboration with the CRA Board. The forum included panelists such as Bob Swidell of the Greater Fort Lauderdale Alliance, Luis Rolle of U.S. Housing and Urban Development; Ralph Stone of Broward County; and Kevin Greiner of Florida International University Metropolitan Center.



B. Residential Beautification



The appearance and condition of streets, buildings and open spaces tell the story of a community. For residential property, external appearance is typically referred to as curb appeal. Curb appeal refers to the attractiveness of the exterior of a residential property as viewed from the street. Curb appeal is often used as an indicator of the initial appeal of a property to prospective homebuyers and to characterize an entire neighborhood. Perceptions are made about neighborhoods based on the level of curb appeal displayed from home to home. The consistency of attractive homes in an area gives the perception that a neighborhood is safe, appealing and a great place to live. When there is investment in beautifying a residential property, it spurs a feeling of pride in the neighborhood, encourages home care and maintenance and increased property valuation for the whole neighborhood.

During fiscal year 2019, the CRA launched the Residential Beautification aspect of the At Home Dania Beach Program and provided homeowners an opportunity to improve and beautify their property. The purpose of the Residential Beautification Program is to assist homeowners with the resources needed to enhance the street-visible appearance of their property. This Program is offered to all income eligible households within the Redevelopment Area and consists of exterior painting and landscaping.

The CRA invested \$80,000 to provide exterior beautification and minor landscaping for 45 homes spanning various neighborhoods in the Redevelopment area. To accomplish this goal, the CRA partnered with Rebuilding Together Broward County (Rebuilding Together), a not-for-profit organization that organized a host of volunteers and participating companies including Better Homes & Garden Realty, Calvary Chapel Fort Lauderdale, Christian Life Center, Ultimate Software, United Way, the Miami Dolphins and Home Depot to implement the beautification project over an 11-month period. By partnering with a seasoned not-for-profit with significant expertise and experience in exterior residential renovations, the CRA brought the unit cost to roughly \$1,780 per home which reflects a savings of approximately \$700 per home.



Rebuilding Together Broward County was recommended and selected as a partner because of their mission to make a sustainable impact in the community by repairing homes, revitalizing communities and rebuilding lives. This organization is known for addressing quality of life issues by providing home repairs and improvements at no cost to the homeowner. Similar to the CRA Plan goals, policies and guidelines, Rebuilding Together Broward County endeavors to ensure the retention of low-income homeownership and improvement of affordable housing stock, health, safety and independence of vulnerable populations through community and neighborhood revitalization.

In addition to the contracted work, Rebuilding Together introduced special projects through their many volunteer and organizational partnerships and contacts. One project involved a painting and landscaping project in the Redevelopment Area for a cancer patient in conjunction with current players from the National Football League Miami Dolphins team.





C. TAP Grant: CRA Multimodal Pedestrian Safety Improvement Project

The CRA Multimodal Enhancement Project was envisioned by the CRA in 2014 when the CRA applied for the Transportation Alternative Program (TAP) grant through the Florida Department of Transportation. The TAP grant was awarded in 2016 for Fiscal Year 2019 through the Local Agency Program. This grant Program provides funding for programs and projects defined as transportation alternatives including the following:

- on-and off-road pedestrian and bicycle facilities;
- infrastructure projects for improving non-driver access to public transportation and enhanced mobility;
- community improvement activities and environmental mitigation;
- recreational trail program projects;
- safe routes to school projects; and
- projects for the planning, design or construction of boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

The program is administered by the Metropolitan Planning Organization (MPO) and the Florida Department of Transportation (FDOT).

The CRA was able to garner \$344,379 in TAP grant funding to substantially fund a multimodal enhancement project in the Redevelopment Area, specifically in the Sun Gardens Isles sub area. This grant funding reflects 75 percent of the project budget. The balance of the project (\$114,820) was funded through the City of Dania Beach for a total of \$459,199 for the entire project. The project scope included constructing stamped asphalt crosswalks, sidewalks and associated striping, signage and pedestrian improvements. This scope was intended to improve pedestrian safety while increasing the aesthetics of the residential neighborhood with much needed streetscape infrastructure. Residential revitalization in the form of streetscape infrastructure is a great way to increase the taxable value of existing housing as well as attract investments for new housing development.

During Fiscal Year 2019, the CRA participated in the bid solicitation for this project which was awarded to Sagaris Corporation in July 2019. The project has moved passed the planning and pre-construction phase and is currently being executed with the assistance of R. J. Behar and Company, acting as the owner's representative. The CRA Multimodal Pedestrian Safety Improvement Project is scheduled to be completed by May 2020.

2. PATCH Urban Farm & Market

» Redevelopment Plan Goals

- To Enhance and Reinforce the CRA Sub Areas
- To Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.

A. PATCH Activities

The People's Access to Community Horticulture (PATCH) is an urban farm and market garden that offers monthly activities and educational programs, workshops, volunteer opportunities and child-friendly activities throughout the year. Opening in 2012, the 1.6-acre garden is an innovative way to reuse vacant land and improve quality of life by providing green space and access to healthy non-GMO food in a clean, safe, family-friendly environment. The PATCH provides local jobs, vocational training, education, and structured volunteer opportunities in the agricultural industry. The PATCH also serves as a marketing tool and attraction for the Redevelopment Area.

Farm visitors witness the cycle of growing food from the ground up, and the benefits of enjoying fresh vegetables from farm-to-table. Activities highlight and continually demonstrate the benefits of local farming and access to healthy foods in an effort to help prevent and fight illnesses like diabetes and hypertension which there are high instances of in the Redevelopment Area.

PATCH workshops featured a range of topics from seeding, aromatherapy, and permaculture to composting, beekeeping and vegan cooking. Four hundred (400) people attended the workshops during the fiscal year. The CRA appreciates the support provided by volunteers primarily from the Hands on Broward volunteer organization. Volunteers represent a vital labor force at the PATCH. During fiscal year 2019, eight hundred seven (807) volunteers provided two thousand four hundred twenty-one hours (2,421) of volunteer time. These volunteers provide significant support for the CRA's three-person part-time PATCH staff.



B. Grants

The PATCH enhanced and expanded activities through two (2) grants: a \$248,871 fiscal year 2018-2020 grant from the United States Department of Agriculture (USDA) through the Farmers Market Promotional Program, and a fiscal year 2019-2020 grant from the Frederick A. DeLuca Foundation in the amount of \$59,500.00. Both grants provided funds to enhance marketing the PATCH through education, workshops, collateral, demonstrations and a mobile market concept to bring local fresh food to underserved communities and food deserts in Broward County.

Guided by USDA grant objectives, CRA grant consultant Sharon Yeago, worked with the University of Florida's Institute for Food and Agricultural Sciences to develop a training curriculum on best practices for farmers' market viability and vibrancy. This was done to help recruit and develop a Sustainable Urban Grower Program. Sixteen (16) participants graduated from the Program.

The CRA secured additional funding for marketing and a PATCH mobile market trailer through the Frederick A. DeLuca Foundation grant. The CRA began procurement of the trailer which is to be outfitted with the equipment needed to process and prepare fresh food products for more people to enjoy and to reduce waste and shrinkage from the PATCH and other farms. The mobile market trailer allows the CRA to facilitate a more sustainable future for the Mobile Market operation by reaching more people at more locations.

C. Mobile Market

In 2018, after investigating the viability of various sites, the CRA's PATCH completed a Mobile Market Pilot Program. In fiscal year 2019, based on information gathered from the Pilot Program experience, the PATCH officially began a rotating mobile pop-up market program bringing locally grown, healthy and nutritious produce to food deserts in six (6) neighboring communities in Broward County. In addition to supplying non-GMO vegetables, fruits and herbs directly to underserved areas, the market also serves as an educational platform on healthy eating and attracts new business to the Dania Beach PATCH.



With grant funding from the United States Department of Agriculture (USDA) Farmers Market Promotion Program (FMPP) and the Frederick A. DeLuca Foundation, the pop-up mobile market serves communities in the Broward Municipal Services District (BMSD), Fort Lauderdale, Hallandale Beach, and North Lauderdale. These sites were considered the best locations for rotating mobile markets based on mobility and connectivity conditions and local demographics.

In fiscal year 2019, twenty-nine (29) markets were held to achieve the goal of providing affordable locally grown produce to the underserved communities in these cities. Approximately 1,086 people visited and purchased produce from the mobile market. Chef demonstrations are also a major attraction at the mobile markets and popular PATCH-in-a-bag recipes provide examples of healthy dishes to improve community health and wellness. Consumers purchase the bag which includes ingredients and recipes.

The pop-up mobile market through its connection with the PATCH, is able to offer discount SNAP/EBT benefits to consumers who can therefore purchase locally grown produce at extremely reasonable prices. Through the pop-up markets, the Dania Beach CRA promotes an environmentally and economically sustainable urban farming system, and has created a network of community contacts all dedicated to educating the public on securing healthy food sources of naturally grown vegetables.

In July 2019, the CRA Board Chair presented a Certificate of Appreciation to each mobile market location leader to show the CRA's gratitude for their decision to participate and showcase the critical role they play in offering food security. It also helped to encourage their continued partnership and foster goodwill. Several municipalities and private organizations have since reached out to be included in our programming.



3. Redevelopment

» Redevelopment Plan Goals

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

A. Broward Redevelopment Program Grant

In June 2017, the CRA applied for a reimbursable grant through the Broward Redevelopment Program (BRP) for the Trion project. The CRA applied for the grant to stimulate economic development and redevelopment by funding the public improvements supporting the project. The Trion is planned to be a 340-unit mixed-use development at the highly-traversed corner of East Dania Beach Boulevard and Federal Highway. The development will include approximately 13,000 square feet of ground floor retail space and create forty (40) part-time and full-time jobs.



On March 5, 2019, Broward County awarded the CRA the BRP grant in the amount of One Million Dollars (\$1,000,000.00). The public improvements to be funded include a passive park with exercise equipment, fountain and streetscape elements like wide sidewalks and buried utilities, benches, landscaping, etc. The CRA's investment in this project will yield over Seventy-Five Million Dollars (\$75,000,000) worth of investment for the entire project. This level of investment will increase the taxable value of the Redevelopment Area and generate revenue for years to come.

In order to move forward with the grant award, an Interlocal Agreement with Broward County is required to be executed within one year of the grant award. The CRA provided Broward County with the required site plan documents that detail the public improvements and facilities (public park, streetscape and fountain) that will be part of the project. Broward County requested a Declaration of Restrictive Covenant with the developer, Merrimac Ventures, to ensure that the public improvements are open to the public year-round. After an Interlocal Agreement with Broward County is finalized, the CRA will develop an Agreement with Merrimac Ventures in order to define the funding relationship and payment process between Broward County, the CRA and the developer. Ultimately, this project will help to encourage development within the downtown corridor, particularly stemming to the east on East Dania Beach Boulevard.

B. City Center Redevelopment

Over the past few years, the Community Redevelopment Agency (CRA) Board has, through Requests for Qualifications, sought interest from the development community to redevelop in the Downtown City Center at the City Hall site. Previous Requests for Qualifications were not guided by

an intensive process of community engagement and stakeholder involvement and had not yielded an actionable plan, proposal or agreement for redevelopment of the City Hall site.

At the May 2018 CRA Board meeting, the CRA Board approved an Interlocal Agreement with Florida International University Metropolitan Center (FIU) for an Economic Analysis and Community Charrette to serve as a guide and foundation for determining the feasibility of and process for redevelopment of the City Hall/City Center site. FIU completed the economic analysis and subsequently conducted a Developer Focus Group and Community Charrette in July 2018, collectively drawing over 130 residents, business owners and developers. FIU was also tasked with completing a City Center Action Plan as part of the Community Charrette Report. In October 2018, the CRA Board adopted the City Center Community Charrette and Preliminary Action Plan Report, and authorized the advancement of a public private partnership development initiative for the City Center project.

In December 2018, the CRA Board authorized a tri-party agreement with the City of Dania Beach and Colliers International South Florida, LLC for Real Estate Brokerage and Lease Management Services relating to the City Center Redevelopment project. CRA staff and City staff met with Colliers International South Florida, LLC to prepare an Offering Memorandum as the Request for Proposal (RFP) for the project named The First at Dania Beach. The CRA Board supported the advertisement of Request for Proposals (“RFP”) No. 19-006 “City Center Redevelopment Opportunity Public Private Partnership” which was advertised on March 15, 2019. The bid opening was held on June 13, 2019. Three (3) bidders submitted their respective bids. One local, one national and one international organization submitted proposals. The three bidders that submitted proposals were Armada Hoffer Properties/Capital Group (Dania Beach City Center LLC to be formed); OHL Infrastructure, Inc. (Dania Beach Development Partners); and New Urban Communities.



MIXED-USE DEVELOPMENT OPPORTUNITY

The First At Dania Beach

PUBLIC PRIVATE PARTNERSHIP

DANIA BEACH
SEAT. LINE IT. LONG IT.

Destinations	Distance
Dania Pointe	.65 Miles
FLL Airport	1.8 Miles
Beach	2.1 Miles
Port Everglades	3.5 Miles
Downtown FTL	5.3 Miles
Miami	19 Miles

Colliers International, on behalf of the City of Dania Beach and the Community Redevelopment Agency (the City), is pleased to present the opportunity to re-develop the approximately six and one half (6.5) acres City Center Site. The City is willing to contribute the site as part of an overall Public Private Partnership (“P3”) plan. The Site was recently appraised at \$12,310,000. The site currently consists of the existing City Hall Building of approximately 29,000 SF together with a 440 space parking structure that is able to be expanded to 660 spaces by adding two floors. The City is seeking to create a new City Hall and commercial complex as part of an overall vision to stimulate development in the City’s “Urban Core”.



C. Broward County Loan to Grant Conversion

Under Broward County's previous Redevelopment Capital Program (RCP), Broward County provided funding to CRA's that do not receive tax increment financing from Broward County. In 2009 and in subsequent years, in an effort to encourage redevelopment, Broward County provided funds to Dania Beach through the RCP in the form forgivable loans. The loan funds could be used for redevelopment projects or programs and could convert to a grant with the demonstration of an increase to the taxable value of the original Redevelopment Area. Four RCP loan agreements were entered into for a total of \$5,338,899. With the funds secured, the CRA embarked on the redevelopment of major infrastructure in the downtown to lay the foundation for future development of a City Center.

The loans were used to develop the municipal parking garage including costs for land and a security system. 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 tax base as required by Broward County. Major developments were the Casino at Dania Beach improvements, The Place at Dania Beach and the Holiday Inn Hotel. In fiscal year 2018, the CRA converted \$2,842,008 in loan funds to grant funds for the first loan-to-grant conversion request for three (3) of the four (4) loans.

Broward County's share of revenue generated by the net increase in the tax base was \$2,842,008. This was greater than the sum of the three loan balances which totaled \$2,747,990. This left a surplus of \$94,018 available to be applied to the last outstanding loan. During fiscal year 2019, the CRA submitted a second loan-to-grant conversion request to reduce the loan balance of \$2,590,909. With Redevelopment Area projects such as Hotel Morrison, Wyndham Garden Hotel, the Comfort Inn, Mega Yachts, the Holocaust Documentation Center, and other residential projects in the CRA, the CRA was able to convert an additional \$1,875,015 in loan funds leaving a remaining balance of \$621,876. This is a strong indication of recent economic development and growth in the original Redevelopment Area which does not include Dania Pointe. With forthcoming projects like the Tru Hilton, the CRA is poised to convert additional loan funds to grant funds.

4. Business Retention

» Redevelopment Plan Goals

- To Enhance and Reinforce the CRA Sub Areas
- To Redevelop the CRA in a manner that is Energy Efficient and Sustainable
- Attract targeted new industries and retain and expand core industries

A. Commercial Property Improvement Grant Program

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. Grant funds are used to reimburse property owners and tenants for exterior improvements such as painting, landscaping, lighting, façade improvements, windows, doors and parking lot improvements. The grant Program encourages businesses to invest additional private funds to enhance the project and therefore increase the assessed value and aesthetics.

In fiscal year 2019, the CRA dedicated \$57,486 for two (2) local businesses: Alex's Flamingo Commercial Plaza and The Fish Grill Restaurant through the Commercial Property Improvement Grant Program. Alex's Flamingo Commercial Plaza proposed to perform \$161,000 worth of exterior improvements to their existing two (2) properties spanning 300 linear feet along Federal Highway. This property is home to the newly opened 3 Sons Brewing Company restaurant and bar. The project was awarded \$40,000 (\$20,000 for each parcel). Proposed improvements for Alex's Flamingo Commercial Plaza include exterior paint and parking lot improvements including new asphalt and striping. The property owner also plans to install new impact windows in addition to the grant-related improvements.

The Fish Grill Restaurant proposed to perform \$25,000 worth of exterior improvements to their restaurant along S. Federal Highway and was awarded \$17,486 in grant funds through the Commercial Property Improvement Program.

Proposed improvements for The Fish Grill Restaurant include a new roof, new signage and adding exterior landscaping. Both projects are scheduled for completion during fiscal year 2020.

The bids/proposals were evaluated by the evaluation committee at three evaluation committee meetings. Armada Hoffler Properties/Capital Group ranked highest and was recommended to the Dania Beach City Commission to enter into negotiations for a developer agreement for the Project. In August 2019, the Dania Beach City Commission authorized the creation of a negotiation team and negotiations with Armada Hoffler Properties/Capital Group are currently in-progress.

It is expected that the City Center Project may yield over One Hundred Million Dollars (\$100,000,000) in investment and include public facilities, parks, office, housing, retail, and open space. This level of investment could transform the downtown area, cultivate additional private investment and economic development, create jobs, provide a modernized and accessible customer/resident experience, streamline governmental operations and enhance quality of life with cultural and spaces.

Alex's Flamingo Commercial Plaza Before

Proposed improvements for the Alex's Flamingo Commercial Plaza include:

- new exterior paint;
- new impact windows; and
- parking lot improvements including new asphalt and striping.



Alex's Flamingo Commercial Plaza Proposed Work



B. Business Outreach

As a best practice, business retention activities should account for a large portion of any sustainable economic development program as it is more efficient to retain an existing business than to attract a new one. As a key component of achieving the CRA's Economic Development goals set forth in the Redevelopment Plan, the CRA serves as a major local networking hub for retaining and attracting local businesses. The CRA plays a very active role in providing up-to-date local economic development related information to the public and business community. The CRA also serves as a connector for land owners and developers, real estate professionals and buyers, business owners and government officials and employers and the potential employees.

During fiscal year 2019, the CRA visited twenty-three (23) local businesses within the Redevelopment Area. During these visits, CRA staff discussed the company's services, potential job announcements, the role of the CRA, and the importance of the company's local economic impact to the CRA and surrounding areas. Business outreach visits are a key component of building and maintaining the CRA's local business database, which is used as a tool to interact with local businesses and communicate pertinent announcements and information. These visits also provide valuable information on the availability of job opportunities. The CRA is able to assist businesses by posting local jobs through the CRA's social media platforms. The CRA uses these business outreach opportunities to promote the Commercial Property Improvement Program as well as Broward County's Small Business Certification Program.

C. Business Luncheon

In January 2019, the Dania Beach CRA held its 3rd annual business luncheon at American Maritime Officer's (AMO) Training Center in the Redevelopment Area. 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 event to network and learn from subject matter experts about future developments and business opportunities in the City and surrounding community.

The marine industry is one of the CRA's targeted industries and therefore the 3rd annual luncheon focused on topics and businesses in that area. The CRA's Executive Director, Rickelle Williams, spoke about the ongoing development trends within the CRA and also served as a moderator of panelists that included key leaders in the marine industry. The panel discussion surrounded the current and future demand for the marine industry and training the next generation of workers within the industry. The keynote speaker for the event was Phil Purcell, the CEO and President of the Marine Industry Association of South Florida (MIASF). He discussed the regional trend and projected growth within Broward County's marine industry. The panel featured James Brewer, Business Development Director for Derecktor Shipyards; Captain Ted Morley, Chief Operating Officer for Maritime Professional Training; and Captain Gerald C. Pannell, STAR Center Director at the AMO.



5. Business Attraction

» Redevelopment Plan Goals

- Attract targeted new industries and retain and expand core industries

A. Spirit Airlines (Project Magic): Qualified Targeted Industry Incentive Program



Economic development incentives are a key tool for CRAs. Many businesses seeking to relocate their business to an area often inquire about financial incentives from all levels of government. The CRA was able to collaborate with public and public-private entities to secure a major business relocation to the Redevelopment Area. Since 2010, the CRA has been an active member of the Greater Fort Lauderdale Alliance. The Alliance is the primary economic development organization for the Greater Fort Lauderdale and Broward County area, with a focus on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for our area's citizens.

As members of the Alliance, the CRA participates in various programs, meetings, trainings and initiatives that serve to enhance economic development and investment in the City of Dania Beach. In July 2019, the

CRA met with the Alliance and Broward County to discuss the potential for Spirit Airlines (Project Magic), a major transportation and logistics company, to relocate to the Redevelopment Area at the Dania Pointe site which is a 106-acre mixed-use development site. The relocation is slated to bring 225 new high wage jobs at one hundred fifty percent (150%) of the Broward County average annual wage and capital investment of approximately \$250,000,000 for a new headquarters, simulation training center, operations facility and corporate housing facility. Spirit Airlines will also bring 1,000 existing jobs from Miramar, FL to Dania Beach. In order to solidify and finalize the relocation, the Project required economic development incentives in the form of local support from the public sector.

In September 2019, the CRA partnered with Enterprise Florida, Inc./Florida Department of Economic Opportunity and Broward County Office of Economic and Small Business Development to provide an incentive package for Spirit Airlines where the CRA offered local support of ten percent (10%) in the amount of \$135,000 in installments over an eight-year period from Fiscal Year 2023 through Fiscal Year 2030. Since the CRA does not currently receive tax increment financing from Broward County, the County offered to match the CRA's ten percent (10%) contribution. The State of Florida will contribute eighty percent (80%) in the amount of \$1,080,000.00 over the same period.

Later in the following fiscal year, the CRA also committed to match the Broward County Direct Cash Job Creation Incentive grant in the amount of \$225,000.

B. Business Inquiries

A significant portion of CRA economic development activities includes addressing inquiries from business owners, developers and real estate professionals. The CRA receives inquiries related to Opportunity Zones; tax credit incentives; local and state economic development incentive programs; housing and residential programs; land-use and zoning; and holistic development activity and trends. The CRA utilizes local real estate inventory software to determine the availability of commercial land and property for interested buyers and tenants looking for a place to relocate or expand their business operations. In fiscal year 2019, the CRA corresponded with fourteen (14) companies seeking relocation assistance to move their business to Dania Beach.

6. Marketing

- » Redevelopment Plan Goals
 - Enhance redevelopment activities through an active marketing strategy that supports redevelopment initiatives.



South Florida Business Journal

- Paid Circulation -- 9,891 affluent top business leaders



Gold Coast Magazine

- Monthly circulation - 25,000
- Monthly Print Readership - 278,000
- Digital Edition Page Views - 34,900

Travel Host Magazine

- In 18,000+ hotel room, 96 prestigious condominium buildings and 11 marinas
- Issue readership --200,00

A. Rebranding Initiative

Based on the CRA's long and successful history of promoting and marketing Dania Beach, in fiscal year 2018, the City Commission requested that the CRA manage the City rebranding initiative. The initiative began to take shape with a focus on internal and minor external collateral and signage. However, in fiscal year 2019, the CRA managed the procurement of services to amplify the initiative. During this time, the CRA managed a capital project to design, plan and replace many facility signs and logos including the City's water treatment tank, City Hall building and Public Services facilities. The CRA also managed the design and permitting process for park, neighborhood and six entryway signs to be installed in fiscal year 2020.

In addition, a major aspect of the rebranding initiative was public relations and advertising in order to boost the perception of the City and its positive and unique attributes. The overall objective of this element was to increase awareness of Dania Beach's new branding through creative advertising campaigns, web presence and social media initiatives. Ads were placed in Travel Host magazine, the Sun-Sentinel, Gold Coast magazine, the South Florida Business Journal and City and Shore magazine. Working with Mad4Marketing, the CRA successfully introduced the City's new brand out into the community through a target campaign including digital ads, print-ads, and out-of-home placements such as buses, bus shelters and billboards.



Through these efforts, the CRA offered guidance on search engine optimization best practices for the City to enhance organic reach on web browsers by internet users. The advertising and marketing campaign yielded the following results over a one-year period from December 2018 through November 2019:

- Traffic increased 25% for Users and 37% for New Users (Nov 2019 vs Nov 2018).
- Search impression and clicks went up dramatically for top pages and terms. November 2019 impressions were over 635,619 compared to 320,000 in May 2019.
- Organic Search traffic is the dominant form of traffic to the website from July 2019 to November 2019 reflecting a 7.75% increase over the same period in 2018.
- Referral traffic went up as a result of digital ads we have run that link back to the website, and social visits have also seen an increase.

B. Grand Openings and Ground Breakings

The Dania Beach CRA is pleased to have one of South Florida's largest mixed-use developments within its boundaries. Dania Pointe, a 102-acre premiere mixed-use development, is one of the region's largest open-air lifestyle destination centers.

In 2015, developer Kimco Realty began work on what has become a transformational project for the Redevelopment Area. Dania Pointe reflects many years of visionary leadership by the CRA Board and the Dania Beach City Commission. Upon completion, Dania Pointe will incorporate over 100 national and local retailers, restaurants and entertainment venues in addition to office buildings, residences and hotels.



During fiscal year 2019, the first phase of the development ran in concurrence with the Dania Beach Rebranding Initiative managed by the CRA. Dania Pointe has since presented itself as a staple for residents and visitors. Dania Pointe retailers and restaurants hosted several ribbon-cuttings and groundbreakings in collaboration with the Dania Beach Chamber of Commerce, City of Dania Beach and the Dania Beach CRA during the fiscal year. The CRA celebrated the groundbreaking of Avery Dania Pointe – an exciting luxury rental opportunity featuring 264 residences in an architecturally stunning eight-story building set in the heart of Dania Pointe. Other ribbon-cutting ceremonies and groundbreakings were also celebrated including those for TooJays, Brandsmart, Hobby Lobby, TJ Maxx, Ulta Beauty, Five Below and PDQ. The Dania Beach CRA looks forward to the continued partnership with Dania Pointe as a major developer in the Redevelopment area and sponsor of the CRA's Dania Beach Arts and Seafood Celebration.

C. Arts and Seafood Celebration



In March 2019, about nineteen thousand fans from across South Florida's tri-county area enjoyed the award-winning, tremendously successful and popular Dania Beach Arts and Seafood Celebration. This signature event which started in 2013, has been an economic development marketing tool designed to introduce residents and visitors to the positive influence, resurgence and revitalization of downtown Dania Beach. The CRA invests in this event because it provides a unique targeted opportunity for exposure of Dania Beach as a growing destination city in the forefront of cultural development and business development opportunities. The event highlights Dania Beach's position as a premier location for new businesses and residents alike in South Florida.

More than 100 volunteers donated their time and talent to show true Dania Beach hospitality to the thousands who patronize the event. The Arts and Seafood Celebration has collectively attracted over 120,000 visitors during its first seven years and won 36 Florida Festival and

Events Association State Awards, making it a top contender in the entire state of Florida. Its appeal comes from being a family-friendly community event. Event attendance is fueled by traditional promotion and a strong social media presence with over 228,000 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. In addition, the event garnered 24,967 website page views in 2019, a 131% increase from 2018.

The 2019 installment of this event was executed with a 60 percent increase in revenue and a 40 percent decrease in net operating costs as compared to 2017. The economic impact of this annual event is evidenced by increased public awareness of who and where we are as a city strategically located minutes from major Florida transportation and entertainment centers. Some of the largest city developers and entities sponsor the event and partner with the CRA to get their message out to attendees. Continued collaboration with our sponsor partners, creative arts community, non-profit organizations and the people of Dania Beach will enable the CRA to continue this signature event and promote economic development and marketing for the Dania Beach's growth and success.





D. Dania After Dark & Art in the Hall



Dania After Dark (DAD), a monthly street festival presented by the Dania Beach CRA was established to create a sense of place and community space for Dania Beach residents, businesses and visitors to enjoy family-friendly entertainment in the heart of downtown Dania Beach. DAD is held at the existing City Hall site which is proposed to be developed as the new Dania Beach City Center. This CRA event is actually setting the stage for a proposed arts and entertainment area in the heart of downtown Dania Beach which should foster business development and the enhancement of existing businesses in the area.

DAD is held on the second Saturday of each month showcasing all forms of art and craft, music, food and culture. In fiscal year 2019, eleven installments were held. About 2,500 patrons attend DAD monthly and enjoy the offerings of 40 tented vendors and 10 to 12 food trucks. Some favorite features of the event are the kids' corner which usually features do-it-yourself art projects and games. For art aficionados, a live art piece is produced on site by a South Florida artist at each installment. Nonstop music from bands and disc jockeys plays throughout the event from 5:00 pm to 10:00pm and is a main attraction as patrons relax on the greens and enjoy Dania Beach's hospitality. DAD is produced by the CRA in partnership with special events producer Atlantic Studios.

DAD's monthly outdoor activity is complimented by Art in the Hall, presented by Dania Beach Creative Arts Council Advisory Board (CAC). The CRA has supported and liaised with the CAC board since its inception in 2012. The CRA supports the CAC's mission to attract private and public support to develop a portfolio of arts and culture initiatives that increase community vitality, spur economic growth and enhance tourism in Dania Beach. Each month the CAC hosts Art in the Hall which features a full art show located in the City Hall atrium. The CAC also invites the Dania Beach Community and visitors to experience all forms of art both static and performance art. Easy musical stylings and dance routines by a diverse group of performers are highlights of the event. The CAC's Art in the Hall event is held simultaneously with DAD and they work to showcase artists who have never shown before, exposing them to the community and getting that much-needed feedback on their work.

These CRA's marketing strategy and efforts are intended to inspire community pride, promote Broward County's first City and be a harbinger of our highly anticipated goals for the City.

7. Florida Department of Economic Opportunity: Special Districts Accountability Program





PERFORMANCE DATA

The following section provides performance data in accordance with F.S. §163.371 as of September 30, 2019 (most recent data available).

- F.S. §163.371
- Total number of activities started and completed and the estimated cost for each activity;
- Total expenditures from the Redevelopment Agency Trust Fund;
- Original assessed real property values within the boundaries of the CRA as of the creation date (base year);
- Total assessed real property values of property within the boundaries of the CRA as of January 1 of the reporting year;
- Total amount expended for affordable housing for low-income and middle-income residents; and
- A summary indicating Redevelopment Plan achievements. Within the framework of this data, the redevelopment activities are categorized by achievement.

Dania Beach Community Redevelopment Agency

Florida Department of Economic Opportunity Special District Accountability Program ID

1827

Registered Agent
Mailing Address
Office Address
Telephone
Fax
Email
Website
County(ies)
Local Governing Authority
Date Created / Established
Creation Documents
Board Selection
Authority to Issue Bonds
Revenue
Most Recent Update

Ms. Rickelle Williams
100 West Dania Beach Boulevard Dania Beach, FL 33004
(954) 924-6801
(954) 921-2604
rwiliams@daniabeachfl.gov
www.DaniaBeachCRA.org
Broward
City of Dania Beach
Tuesday, June 25, 2002
City Ordinance 2002-032
Identical to Local Governing Authority
Yes
Municipality Contributions
Tuesday, October 23, 2018

Total number of Activities started and/or ongoing
Total number of Activities completed
Current Year Taxable Value in CRA
Actual expended from Redevelopment Trust Fund
Base Year Taxable Value in CRA
Current Year Tax Increment Value

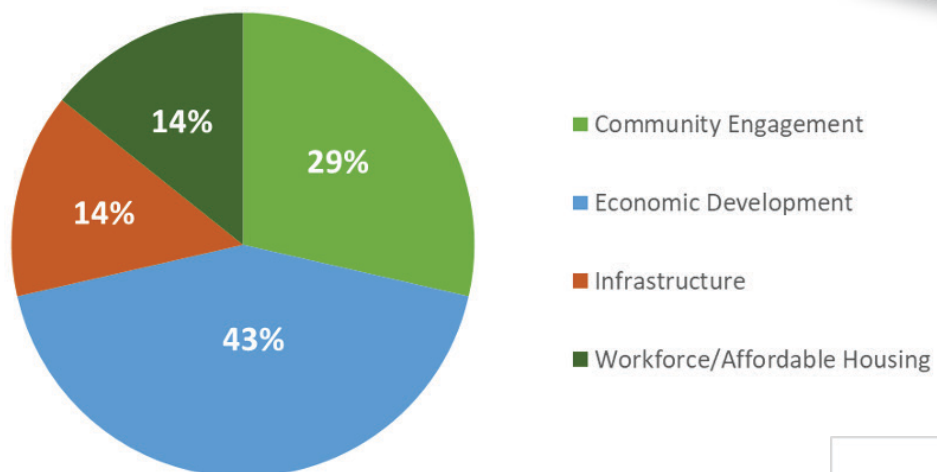
7
2
\$ 1,017,542,200.00
\$ 1,924,530.00
\$ 555,988,910.00
\$ 461,553,290.00
\$ 75,443.00

Total amount expended for low and middle income affordable housing

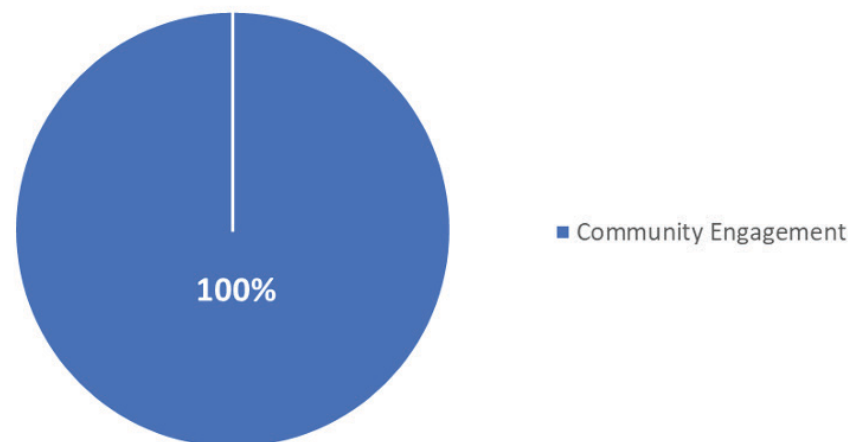
The following is a summary of this community redevelopment agency's achievement of its redevelopment plan's goals.

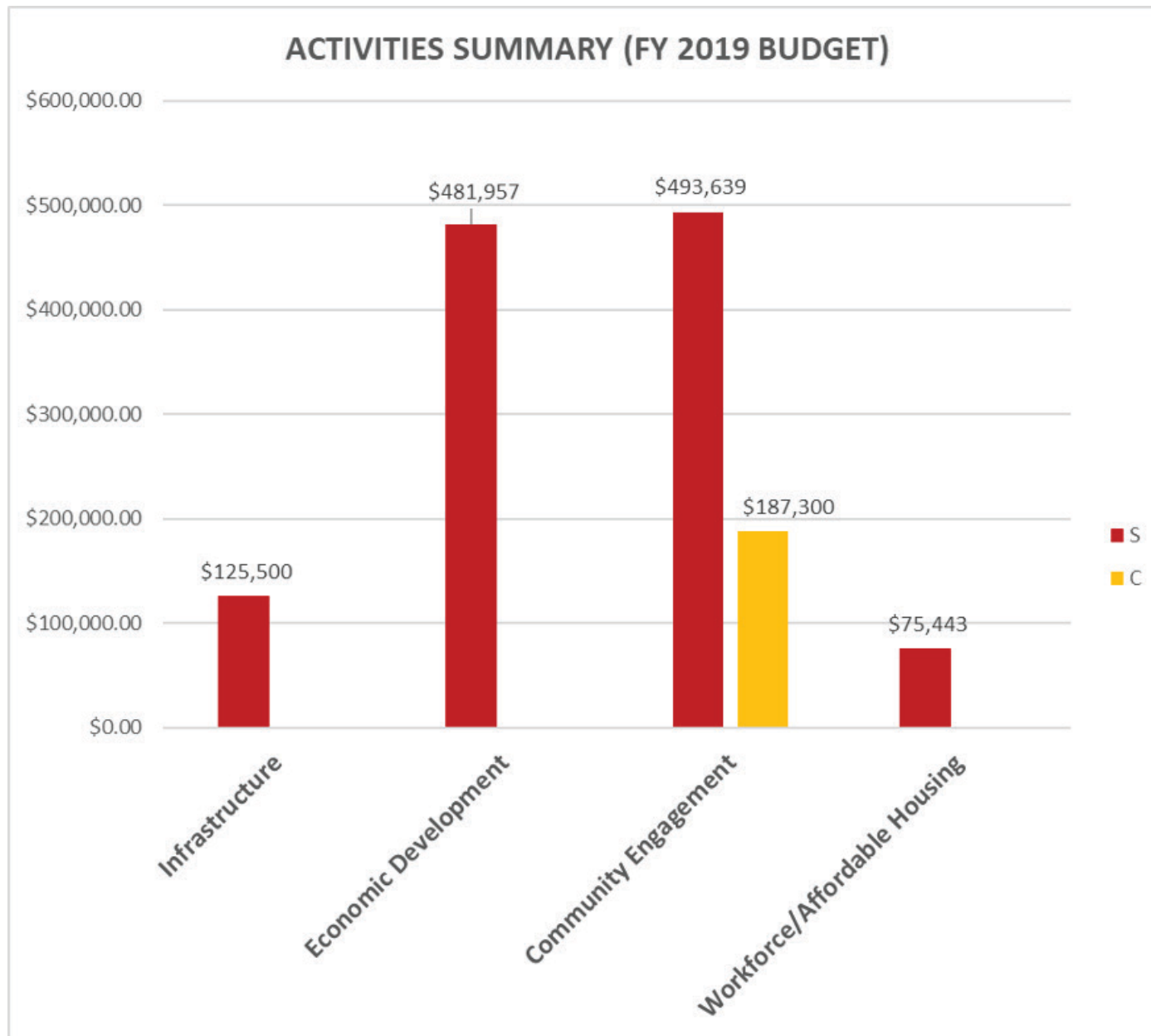
ACHIEVEMENT	CRA Plan (Section 9)
Economic Development	9.1, 9.2, 9.3, 9.4, 9.5
Community Engagement	9.1, 9.4, 9.5
Infrastructure	9.1, 9.4, 9.5
Affordable Housing	9.2

STARTED/ONGOING (S) ACTIVITIES BY COUNT



COMPLETED (C) ACTIVITIES BY COUNT







FINANCIAL STATEMENTS

The CRA Annual Report for the fiscal year ending September 30, 2019, has been prepared in accordance with F.S. §163.371 and 163.387(8).

- F.S. §163.371

This Annual Report has been prepared in accordance with F.S. §163.371 including a financial statement setting forth its income/expenses.

- F.S. §163.387(8)

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

The Financial Statements included herein are sourced from the City’s CAFR for the fiscal year ending September 30, 2019. The CAFR is currently under its annual independent audit review and will be issued within State mandated timelines. Once issued, copies can be obtained electronically from the City’s website at:

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

CITY OF DANIA BEACH, FLORIDA**BALANCE SHEET (UNAUDITED)****GOVERNMENTAL FUNDS****SEPTEMBER 30, 2019**

	Community Redevelopment Agency
ASSETS	
Current Assets:	
Cash, cash equivalents and investments	\$ 760,190
Receivables, net:	
Franchise, utility and other taxes	15,500
Property held for sale	37,700
Total assets	<u>\$ 813,390</u>
LIABILITIES, DEFERRED INFLOWS AND FUND BALANCES	
Liabilities:	
Accounts payable and accrued liabilities	\$ 36,738
Due to other funds	2,062
Deposits	75
Total liabilities	<u>38,875</u>
Fund balance:	
Nonspendable:	
Property held for sale	37,700
Committed for:	
Community redevelopment	736,815
Total fund balances	<u>774,515</u>
Total liabilities, deferred inflows, and fund balances	<u>\$ 813,390</u>

CITY OF DANIA BEACH, FLORIDA**STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN FUND BALANCES (UNAUDITED)****GOVERNMENTAL FUNDS****FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2019**

	Community Redevelopment Agency
REVENUES	
Interest earnings	\$ 16,409
Miscellaneous	340,184
Total revenues	<u>356,593</u>
EXPENDITURES	
Current:	
Community redevelopment	<u>1,537,132</u>
Total expenditures	<u>1,537,132</u>
Excess (deficiency) of revenues over (under) expenditures	<u>(1,180,539)</u>
OTHER FINANCING SOURCES (USES)	
Transfers in	1,535,325
Transfers out	<u>(387,398)</u>
Total other financing sources (uses)	<u>1,147,927</u>
Net change in fund balances	(32,612)
FUND BALANCES (DEFICIT), BEGINNING OF YEAR	<u>807,127</u>
FUND BALANCES (DEFICIT), END OF YEAR	<u><u>\$ 774,515</u></u>

To: Chair, Vice Chair and Board of Commissioners
From: Rickelle Williams, Executive Director
Date: April 28, 2019
Re: **Marketing Events, Budget Impact and Alternatives**

Request

Cancel Arts and Seafood Celebration, Dania After Dark and Art in the Hall events through the remainder of Fiscal Year 2020.

Background

As an early response to the COVID-19 pandemic, on March 10, 2020, the CRA Board by consensus determined that the 2020 Arts and Seafood Celebration should not occur on March 28-29, 2020. The CRA Board sought to discuss the option to postpone the event to a later date and agreed to have a workshop to discuss options. The monthly Dania After Dark and Art in the Hall events were also put on hold indefinitely as the situation continued to be monitored. To date, a workshop has not been scheduled as the health emergency became more severe and meeting logistics were not readily identified.

Current Situation

At this point, it is important to make a decision on whether to have the Arts and Seafood Celebration event on a new date in 2020 or to resume the event, perhaps in 2021, if certain environmental, safety and budgetary conditions are met. It is also imperative that we start to plan on if, how and when Dania After Dark and Art in the Hall will resume. These decisions will have an impact on the current and future budget.

Public Health Considerations

As Broward County and the State of Florida are preparing to gradually reopen the economy through permissible activities, it is essential that public health considerations remain at the forefront of our decision-making process. Since large-scale events conflict with social distancing measures, events like the Arts and Seafood Celebration, Dania After Dark and Art in the Hall were the first to be impacted. It would be fair to project that these events will likely be last to resume since there is uncertainty about the timeline and feasibility of mass testing and the development of a vaccination.

Fiscal Considerations

Event planning and production for the Arts and Seafood Celebration halted eighteen (18) days before the scheduled event date. As such, the CRA incurred some expenses and returned most of the collected revenue to the concessionaire, artists and sponsors. Below is a breakdown of the associated revenue and expenses for the marketing events through the remainder of the fiscal year.

Arts and Seafood Celebration	Projection (as budgeted)	Actual (as cancelled)	Revenue Loss or Cost Savings
Revenue	\$125,000	\$ 642	\$124,358 (loss)
Expenses	\$158,000	\$ 49,030	\$108,970 (savings)
Dania After Dark	Projection (as budgeted)	Actual (as cancelled)	Revenue Loss or Cost Savings
Revenue (March)	\$0	\$0	\$0 (loss)

Expenses (March)	\$5,800	\$0	\$5,800 (savings)
Revenue (March – Sept.)	\$0	\$0	\$0 (loss)
Expenses (March – Sept.)	\$ 40,600	\$0	\$40,600 (savings)
Art in the Hall	Projection (as budgeted)	Actual (as cancelled)	Revenue Loss or Cost Savings
Revenue (March)	\$0	\$0	\$0 (loss)
Expenses (March)	\$350	\$0	\$350 (savings)
Revenue (March – Sept.)	\$0	\$0	\$0 (loss)
Expenses (March – Sept.)	\$2,550	\$0	\$2,550 (savings)

Current and Future Alternatives

- Cancel all marketing events through the end of the fiscal year. Overall, if the events remain cancelled for the remainder of the fiscal year, the CRA will save \$152,120, which would offset the \$124,358 loss of revenue from not having the Arts and Seafood Celebration. Staff is recommending this option.
- Postpone some or all events to a later date in the current fiscal year. This is not recommended by staff due to current and future budget concerns and the administrative planning needed for the Arts and Seafood Celebration. Since we do not know when large events will be safe, or if existing vendors will be operational in the future, it is difficult to plan for a date within the next five (5) months.
- Postpone some or all events to a later date in the calendar year but after the new fiscal year. This may be a good option for the smaller events like Art in the Hall and Dania After Dark. If the Arts and Seafood Celebration moved to a date in the fall of this calendar year, we could not bring it back so quickly in the spring of the following calendar year. However, with current budget and future budget concerns, this may not be the best utilization of resources as we explore budget priorities.
- Resume some or all events, on a full-scale or modified basis, beginning in the new calendar year. Based on health recommendations, priorities and budget decisions for the next fiscal year, this option can be discussed at a later date as more information on actual budget and health circumstances become clearer.

Recommendation

It is recommended that the CRA Board cancel the Arts and Seafood Celebration, Dania After Dark and Art in the Hall through the end of Fiscal Year 2020.