MINUTES OF VIRTUAL SPECIAL MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
FRIDAY, AUGUST 21, 2020 – 6:00 P.M.

1. Call to Order/Roll Call

Chair Lewellen called the special meeting to order at 6:12 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

Chair Lewellen expressed concern that this is a special meeting rather than a workshop; citizens do not know they can participate. She also questioned why there was a rush for this meeting since there is a CRA Board meeting on Tuesday.

Director Williams noted there was a request to have a special meeting instead of a workshop.

Chair Lewellen said her concern is that there is a lack of transparency; she does not feel this was best practices. She spoke of the current OIG investigation issue and stated this meeting should have been identified as a workshop rather than a special meeting.

Vice-Chair Odman questioned the OIG request.

Director Williams explained she received an OIG inquiry last week, and was seeking clarification from the OIG through the City Attorney on the specifics of the term financial benefit. There was no disclosure to any of the Board Members at that time as she was seeking a reply from the Inspector General. Regarding transparency, she noted the only issue was the CCNA engineering contracts as an ongoing issue with both the City and the CRA to revise the CCNA solicitation.

Chair Lewellen said she saw one line in an email about a special meeting, not notification, and she did not receive a formal email. She is disappointed and concerned; this is not the best practice as a CRA and Commission. We do not want the City to be the city that is investigated; it should have been put out in an email as to why a special meeting needed to be held two business days before our regular meeting.

Vice-Chair Odman commented she does need more information about the investigation because that affects how she makes decisions for the rest of the meeting. She questioned if there were things told to other Board Members that excluded the Chair from the conversation.

Director Williams said all Board Members were communicated the same information, that it would be a special meeting.

2. CRA Budget Fiscal Year 2020-2021

2.1 CRA Budget Fiscal Year 2020-2021

Director Williams thanked Parks & Recreation and the I.T. Department for setting up tonight's meeting. She reviewed the presentation provided earlier to the Board, which is attached to and incorporated into these minutes.

Board Member James asked why residential beautification went from 80 to 60.

Director Williams explained the CRA efforts to shift funding to the business community due to the recent effect of Covid-19 on businesses. We shuffled things around and added some new things for business attraction and retention.

Director Williams continued the presentation, including personnel reclassification, updated organization chart, and upgrade of Manager II position. She said she noted the job description of Manager II had several things missing from what the Manager II does and has been doing for quite some time. The documents were sent to Human resources to justify that request, and the estimated cost impact to go from Manager II to Manager III would be $12,600. She spoke of cost reductions to balance the budget in order to reclassify the position and approve the new organizational chart, which included reducing the number of Dania After Dark events from eight to seven. Art in the Hall could either be suspended or pushed later into the next fiscal year.

Chair Lewellen noted she understood there was not a Manager III classification and there would not be a salary range. She wants to make sure there is a job description for that classification from Human Resources.

Linda Gonzalez, Director of Human Resources, explained Director Williams submitted a reclassification request to Human Resources for the position yesterday. Until there is an analysis performed, she cannot say what the job title or salary range would be. Once the job analysis is complete, we will come back to the Board for a recommendation because we want to do it correctly.

Director Williams asked when the assessment would be completed.

Human Resources Director Gonzalez replied she just got it yesterday; we need to do a market study that relies on other agencies, which could take a couple weeks.

Director Williams requested the efforts be expeditious in order to inform the Board for budget purposes.

Chair Lewellen asked how we address this with the budget.

Director Williams said she thinks we should identify some appropriate costs savings to cover the reclassification; if it comes back lower, great; if higher, the budget has not been approved yet and at that time, we can look for additional savings, or even whether this is something we can afford to accommodate. There is opportunity to maintain a placeholder in the budget by doing less Dania After Dark, and reducing or eliminating Art in the Hall.

Frank DiPaolo, Director of Finance, noted it could be a contingent item; we can have a game plan to fund it.

Vice-Chair Odman asked if there is any other option other than not having Art in the Hall.

Director Williams replied Sandy and Linda are telling us they are not interested in being curators anymore.

Vice-Chair Odman said she is okay with holding the position pending the outcome from Human Resources.

Board Member Brandimarte commented what she has observed about Art in the Hall is that we are telling people to buy from the trucks, yet when they go to the Hall, they get it free; it was never a fair thing to do with the residents. If they want to have it, they should not compete with the trucks outside. She added she does not understand why Director of Human Resources Gonzalez cannot find a range for this position by word of mouth. We either adjust it up or adjust it down; a raise should be left to the CRA Director.

Director of Human Resources Gonzalez explained they look at what the new duties are versus the current duties. Sometimes added duties do not require a reclassification. We must first establish if the person is operating at a higher level of duties or if they are more lateral, and if they are, what title/salary range that would be.

Chair Lewellen noted the determination of the salary increase is legally up to the Board, not the CRA Director; this is a process that is different from the City procedure.

Director Williams said the elected body does not determine pay or salaries for employees of the CRA; they can determine the grade and salary for the Executive Director position, which they appoint.

City Attorney Ansbro said unlike the City Commission that has a Charter provision that governs and controls what you can and cannot do, the CRA Director does have the authority for a reclassification. He noted this needs looking into further.

The Board consensus was to add a placeholder in the budget for the reclassification on the Manager III position.

Further discussion ensued regarding expediting the process of gathering the information on the position reclassification and the timeline leading up to approval of the budget.

Board Member James noted September 4th would be the deadline for when the Board will receive the information from Human Resources.

Director Williams continued the presentation.

Board Member James noted we are only funding 6.1% to our residential. She has a program she would like the Board to consider. There are going to be foreclosures, etc. due to COVID; she wants to see if we can explore some sort of foreclosure protection program. She wants to make sure the Board looks out for our residents who are and will be going through hard times. She identified some cost savings from the City budget and wanted to know the Board's thoughts.

Chair Lewellen said the County is taking CARES Act money now and putting together a program that will do more than the rental assistance program; she is on task force and they are meeting with County Commissioners and discussing task force allocations for the individual cities. The proposal discussion on Tuesday would also be an allowance for individual cities to provide additional rental assistance; therefore, we need to wait to see what the County is going to do before we allocate monies. In addition, no cities want to do foreclosures because it is between the mortgage lender and homeowner; elected officials do not support this. There will be something coming about rental assistance from the County Commission meeting on Tuesday.

Board Member James said the County is currently giving a lot of relief to business and renters. She has spoken to a number or residents who cannot obtain County rental assistance; many people are going to lose their housing.

Director Williams explained cities that are entitlement cities due to population size. Smaller cities have been supplementing what the County can provide. The foreclosure issue has not come yet because you cannot evict someone as of yet, but that runs out September 1st and we will not see the true depth of the problem until after that date. We should prepare for it as vacancy affects all of our Community. It is important to stabilize our residential areas with rental assistance or foreclosure prevention, and we could do other things to mitigate to keep people in their homes. She recommended if the Board is seriously thinking this is something they should invest in, they should identify it as a placeholder and she could get additional information. She could come back on Tuesday to provide additional clarity from the department at the County that is going to be working on this.

Chair Lewellen does not know that we should budget this; this is coming from the CARES Act. Money distributed will be coming from the CARES Act aside from whatever the County does; it will be supplemental. This is not something that needs to come out of the City. This is money coming to us through the State from the Federal government; we would be undercutting the work of the task force. There is a significant amount of money specifically for rental assistance; this is not something for which we need to set money aside.

Board Member James has not heard of any program associated with the CARES funding. We could put a placeholder, perhaps we would not need it, but she wants to hear from the rest of the Board whether they want to explore this.

Board Member Harris spoke of the CARES Act funding; the rental assistance program under debate could be for commercial grants also. We just have to wait a couple days for the allocation as the money is coming and we can direct residents how to get it. All funds have to be spent by December 31, 2020.

Vice-Chair Odman said she favors this type of program; if it is paid for by the County, that is great. What the County says is going to happen does not always happen. The Chair said the information is coming soon so it seems prudent to wait until Tuesday. If there is not clarity from the County, she says yes, hold the money for us to do it. Residents are in dire need; we could put the placeholder in on Tuesday night.

Director Williams said in order to put a placeholder in, we have to find money from somewhere else either in the CRA budget or in the City budget.

Vice-Mayor Odman asked why it matters if we do it tonight or Tuesday night.

Director Williams explained this would impact the City budget, and the CRA will have to reallocate funding.

Chair Lewellen said if we are doing rental assistance, it should be citywide and therefore should be going through the City budget. If you want to take money from the City budget, we cannot do that tonight, as it has to come from the City Commission. She does not always trust the County, but there has been a lot of work on the CARES Act distribution. She feels confident we will get money from the CARES Act because of the COVID need. There are certain things that we will get more money for than the entitlement cities will get. The distribution will be discussed at the County's meeting on Tuesday; every single County commissioner the task force has spoken to is in favor of this, and we really need to see what is going to happen. If a placeholder is put in, it should be placed in the City's budget.

Finance Director DiPaolo noted this would be a citywide program and the money would be coming to the City, not the CRA. You do not want to show budgeted funding for this; you want to show there is a need. They may not give us money if we already have money on the table; it would be best to wait.

Chair Lewellen added there is discussion of the County doing a supplemental program for small businesses relief just like the CRA had recently created.

Board Member James spoke of other cities giving $25,000 for business assistance; we only give $1,000. If the City wants to mirror or duplicate the programs the CRA is doing, she is all for it.

Some of the blight areas in the CRA were affected before COVID. We sit on this Board to eliminate slum and blight; there will be more now because of COVID. She wants to see if we have consensus for this type of programming and she has a funding mechanism; we do not have to put it in the budget right now.

Board Member Brandimarte said she did not see the money allocated to the Smith Store property.

Director Williams noted two budget cycles ago, the City Commission earmarked $500,000 and it was put into a reserve account under the Oasis housing program. She added she addressed the Board about a plan for the Smith Store properties; the CRA does not currently have that money.

Board Member Brandimarte commented she would like to see the money used for land acquisition.

Director Williams explained the parcels came from the County to the City, then to the CRA through deeds. There was a total of 16 lots. There are lots near the Aldi site for townhome development; many CRAs do property acquisitions and they could be done here where restrictions are put in place.

Chair Lewellen said the way they are going to distribute funding is by need; if we have a program already, she is concerned we will not be funded. All 31 cities have been involved and the County is very receptive. She is highly confident there will be money coming, and does not want to be irresponsible to our residents in not getting the funding.

Director Williams noted Finance Director DiPaolo indicated in her budget discussions, the potential reimbursement of City funding through the CARES Act.

Finance Director DiPaolo responded it would depend on what the County decides which would come out in a couple of days.

Chair Lewellen said she wants to get money for our residents; she is fearful it may be taken away from us if we put something in place.

Vice-Chair Odman agreed with Chair Lewellen and with Commissioner James. Right now, we have an obligation to the CRA area to make sure they are taken care of in the sense they are more on the brink than others in the City are. Other the other hand, she trusts what the Chair says that we will give up the money if we have a program.

Board Member James said she does not want to jeopardize funding either. She recommended Director Williams do some research to bring back something in case this does not come through from the County. She wants a back-up plan; Director Williams can bring back something we can vote on Tuesday. She does not want anything written out or a placeholder; she just wants to be prepared.

Chair Lewellen asked Finance Director DiPaolo if we could reallocate funding on a line item and he responded yes.

Director Williams noted Board Member James is requesting to have a line item without identifying the purpose or specifics as a back-up plan.

Finance Director DiPaolo said the Board is all on the same page. It is a matter of waiting a week or so; there is no point of putting a placeholder in now.

Chair Lewellen commented this money has a definitive deadline and has to be spent by December 31; it is the allocation process. We all are sincere, and this is important for all of us.

Director Williams suggested it would be beneficial to have the information provided to the Board for their budget decisions.

Chair Lewellen said the information would be provided to every elected official in the County on Monday. There is a task force; a handful of people are working on it and it is a fluid process. She does not know if she has permission to provide the information.

Board Member Harris noted governments are dealing with things they have never dealt with before.

Board Member Brandimarte referred back to the Smith Store properties funding and questioned land acquisition.

Finance Director DiPaolo said the funds are in the City's Capital Projects Fund.

Board Member James also asked about land acquisition plans.

Director Williams said it is in the CRA plan; there are many opportunities for infill housing. Land acquisition could be beneficial to having residential redevelopment.

Board Member James commented perhaps Board Member Brandimarte would want to bring it as an agenda item to the City Commission. She thinks people will lose their homes. This would be a very good time to acquire some land if we already have funding for the Smith Store properties. If we want to re-allocate the funds, the proper channel would be to bring the item to the City Commission as a discussion item.

Board Member Brandimarte said she felt comfortable knowing where the money is and where she wants it to go.

3. Executive Director Position

3.1 Executive Director Position

Director Williams wanted to be sure there is discussion about the transition process so that the CRA is in the best possible position through the transition and beyond. She reviewed the memo included in the agenda packet and noted she recommends the Board take actions to make CRA Manager Kathleen Weekes the Interim CRA Director.

The Board agreed that CRA Manager Weekes would become the Interim CRA Director.

Board Member James asked if there is a way to have a continuing services agreement with Director Williams should the Board need her expertise.

Director Williams said she is doing everything she can to make sure the CRA transition is positive. She is recruiting for the Economic Development Manager. She does not think the continuing services would be ideal for her, but she could stay on board for three weeks beyond her September 4 resignation date for a smooth transition.

Board Member James would like her to stay as long as possible and to provide her kind of leadership as long as she could.

Director Williams said she did not foresee the impact of two CRA positions leaving at the same time. She could stay a few more weeks if that is the desire of the Board.

Chair Lewellen noted she would be fine with a consulting type of arrangement if there was something that was needed.

Vice-Chair Odman said either way is okay with her. If it were up to her, she would keep Director Williams as long as we can so we can keep the CRA ship going steady.

Board Member Brandimarte commented she would rather have Director Williams stay here.

Director Williams said she could stay on board for five weeks from today. She will revise her resignation letter to stay on board full time for five weeks, tentatively until September 25.

Board Member Harris commented CRA Manager Weekes is very capable of handling the department if Director Williams has vacation plans.

Chair Lewellen asked about the status of the Economic Development Manager position.

Director Williams addressed the timeline.

Director Williams read recommendation #2, Recruitment Process, included in the agenda packet information.

Chair Lewellen noted a recruiter is imperative for this position.

Board Member James said we could open it up and see if it produces what we like, and if not, get a search firm.

Chair Lewellen commented an election is coming up and she thinks we should wait until after it is over for the new Board to fill the position.

Discussion ensued regarding how the selection process was handled the last time the Executive Director position was vacant.

Linda Gonzalez, Director of Human Resources, said we could post the recruitment in Govjobs and websites. She would work with Director Williams to post on professional organizations' sites in the CRA specialty. You would want to open it up for 2-3 weeks; she does not think a recruitment firm would make a difference since the position is so specialized. It is most important to have a wide recruitment to get the word out.

Board Member James wanted to continue doing what we did before. She does not know who would be a part of the consolidating process in HR and would ask for consensus to have Vice-Chair Odman work with HR to bring us a consolidated list of applicants.

Chair Lewellen thinks we should have HR take the lead on this, not the Board. HR can ask for assistance from anyone; Human Resources Director Gonzalez is the expert on hiring and we should let her make the determination.

Human Resources Director Gonzalez recommended that HR go through all the applicants to make sure the minimum requirements are met; it is typically not best practice to pass along applicants who do not meet the minimum requirements.

Director Williams said she provided the job description with a foundation. You do not want to be too specific with desired qualities and you should look at all the applicants to see if someone could be a good fit. She felt HR could screen for the minimum qualifications, but have a Board Member to assist.

Board Member James questioned how many candidates we would want to come back before the Board.

Vice-Chair Odman responded four, in addition to the full list.

Chair Lewellen said Director Williams should work with HR on an announcement, but HR should take the lead on the hiring process. We do not know who will be on the Board until after the election; qualifications should be narrowed down, then all Board Members could get to review for a say so.

Board Member James asked if there was consensus for this.

Board Member James said no.

Board Member Brandimarte said no.

Board Member Harris wanted Director Williams to work with HR.

Board Member James said she wanted Director Williams to take the lead and was not in favor of putting the HR Director ahead of the CRA Director.

Further discussion ensued.

Board Member James said HR should provide services to the CRA, but the CRA Director should spearhead this.

Director Williams commented there needs to be a clear lead; we want to follow all HR policies. She wants to be sure we are working together in a transparent way and they each know their roles.

Chair Lewellen said she does not think the outgoing director should be making decisions on who will replace her.

Vice-Chair Odman noted we are here to figure out how we are going to recruit for the position. Going back to the original idea, we should have someone from the Board in on the selection process and she will accept the nomination to do so.

Chair Lewellen said she wants to see all the applications besides the four recommended applicants.

All agreed.

Board Member James asked how long the recruitment would be out and how soon the announcement would be posted.

Human Resources Director Gonzalez responded it could be put out early next week assuming the minimum requirements and publications are set; it would be posted for three weeks.

Board Member James said she would like to set the new Executive Director up for success, and asked how much is budgeted for reserve.

Director Williams responded $40,000.

Board Member James commented she would like to have a stronger contingency for the incoming Director.

Chair Lewellen said it should be left to the incoming Director to assess the department and then come before the Board.

Board Member James said in the past, we have put in placeholders, or a certain amount of money, and let the Director do what they would like to do. She does not want to adopt the budget and then the Director has to come back and ask for additional reserve funding.

Vice-Chair Odman questioned how it works, and noted when the City builds reserve, it is over time. It would be the incoming Director to build the reserve.

Director Williams said yes, but looking at the City budget, she does not know if there is room for the CRA to exercise less of a conservative approach. The CRA has never had a large reserve. The challenge of this CRA has been the limited amount of funding while still being effective. If your budget is flat lined forever, you cannot set aside as the City would be able to do.

Vice-Chair Odman noted without a TIF, the CRA could not squeeze out some money every year for the reserve.

Director Williams added the City budget does not look conservative this year, and money probably could be allocated to the CRA reserves.

Discussion ensued regarding budgets and reserves.

Vice-Chair Odman agreed with Board Member James; you either bring someone in to fail because they have no money to work with or you reward the inability to create the proper reserves.

Board Member Brandimarte said you are setting up the new person for failure with $40,000 in reserves.

Board Member James commented the reason why there is the inability to build up their reserves is because the CRA has not been provided the TIF as set forth in the resolution. The CRA budget is shameful. The revenues do not come back to the CRA. We should enact the resolution that already passed.

Director Williams said Vice-Chair Odman brought up good point; we made a sacrifice because we were working for the good of the team.

Chair Lewellen noted it is becoming a City versus the CRA discussion and it should not be. Everyone in every department has made sacrifices. It makes more sense when we get a new Director to assess the situation and at that point, let us know what they need and for what reason.

Vice-Chair Odman questioned the amount that should be in reserves to set the incoming person up for success.

Director Williams said you would want to have two months' worth of cost.

Frank DiPaolo, Director of Finance, responded that is for cities.

Director Williams said she thought there should be in the $100,000 range in reserves.

Discussion ensued regarding last year's budget.

Director Williams stated she made a request for funds based on the City's current economic status. There was no back and forth from the City indicating there was more funding to be allocated.

Finance Director DiPaolo explained the analysis of the budget and noted there was no holding back of funds.

Board Member James said she does not want the new Director to face what our current Director is facing from the Board. She wants to see if there is consensus to increase the CRA reserve for the new CRA Director.

Chair Lewellen repeated that the new Director should evaluate it first; they may say they need more.

Director Williams said when you are seeking candidates, the first thing they will look at is the CRA budget and make a determination if this is the right place.

Vice-Chair Odman commented that is a good point; we have not addressed the root of the problem, which is the TIF. She wants to discuss a number for the reserve that works.

Chair Lewellen said this is not the appropriate way to handle finances or the budget. It should be left to the new Executive Director.

Vice-Chair Odman noted we need to build in a number.

Board Member Brandimarte commented the new Director would only see the $40,000 reserve.

Board Member James suggested $100,000.

Vice-Chair Odman confirmed Director Williams would need $60,000 to bring the reserve to that amount.

Director Williams said you want to have a good budget to present to draw in top quality candidates.

Vice-Chair Odman noted her number is to put in for the $60,000.

Chair Lewellen said the maximum should be $75,000 reserves in total.

Vice Chair Odman questioned if that number was meaningful and impactful. She felt they should give an additional $60,000 for a total of $100,000.

Board Member Harris felt the successful applicant should decide what the amount should be for the reserve.

Board Member James said she is okay with $60,000 for a total of $100,000.

The Board consensus was to add $60,000 to the 40,000 CRA reserves.

Director Williams asked Board Member Brandimarte what she had in mind for property acquisition.

Board Member Brandimarte asked for clarification on what was previously set aside for the Smith store property.

Director Williams said any transfer of property would have to happen by Resolution to the CRA. The new Executive Director would present opportunities to the Board for development or transfers. Inquiries are made all the time about developing; she would never do anything with the property without coming to the Board.

Board Member James commented the question is the amount that is desired to be allocated for property acquisition.

Finance Director DiPaolo said the cart was being put before the horse. It is better to find out how much the properties are worth and negotiating a fair price for them.

Director Williams stated the properties would need to be appraised to look at the value. The CRA has the authority granted by State law to buy and sell property. She has not taken inventory of all vacant CRA parcels. If you wanted to make an impact as far as property acquisition for redevelopment, the budget would not necessarily need to be $500,000. To be impactful, you would need $300,000 or $400,000 to make a solid investment to transform certain properties.

Board Member Brandimarte thought we had a list of properties with the values.

Director Williams said yes, it was presented to the Board. We did not seek every lot because they were not buildable. Some properties were more valuable than others were because of their size or location.

Chair Lewellen noted this could come forward at another time as a discussion item.

Director Williams referenced #8 of the position vacancy recommendation regarding job advertisement for marketing.

The Board agreed to go with the job advertisement.

4. <u>Adjournment</u>

Chair Lewellen adjourned the meeting at 9:30 p.m.

ATTEST:

Thomas Schneider

THOMAS SCHNEIDER, CMC
CRA SECRETARY

Approved: October 13, 2020

COMMUNITY REDEVELOPMENT AGENCY

LORI LEWELLEN
CHAIR – CRA

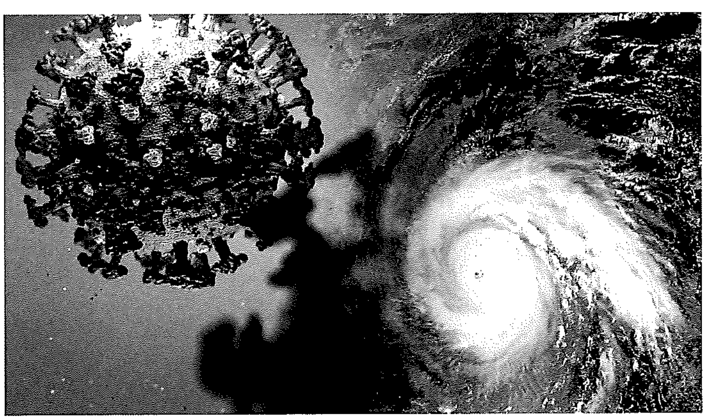
DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

#2.1

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Fiscal Year 2021 Proposed Budget

CRA Board Special Meeting - August 21, 2020



Recovery and Resiliency:

The CRA has presented a conservative and balanced budget in consideration of the current economic climate.

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Focus on Core Areas:

Economic Development
Business Attraction, Retention, Development, Commercial Investment & Job Creation

Residential Revitalization
Workforce Housing & Residential Beautification

Marketing
Events & Rebranding

Sustainability and Community Place-making
Urban Farm &Community Garden, Public Art

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

By the Numbers

$ 2,307,141
TOTAL BUDGET

$ 1,233,215
NON-GENERAL FUND REVENUE

54%
OF TOTAL REVENUE

$ 1,073,926
GENERAL FUND CONTRIBUTION REVENUE

46%
OF TOTAL REVENUE

26%
REDUCTION FROM FY20

35%
OF CITY TIF AMOUNT

$3,000,000
CITY TIF AMOUNT (ORDINANCE NO. 2011-002)

$ 1,926,074
DIFFERENCE BETWEEN CITY TIF AND GF CONTRIBUITON

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Notable Budget Items

Notable Budget Items

CRA Plan Update	$ 50,000
Trion Development Incentive	$ 333,333
Administrative Cost Allocation	$ 233,789
Commercial Property Grants	$ 100,000
Residential Beautification	$ 60,000
Board member Training	$ 7,400
Dania After Dark	$ 65,000
Debt Service (Broward County)	$ 59,000

Program Modifications

Business Attraction Incentives	$100,000
Business Retention Program (Grant)	$ 25,000
Business Retention (Business Development)	$ 75,000
	$200,000

Personnel Reclassification*:	$ 12,900

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Business Investments

$ 341,333

TRION DEVELOPMENT INCENTIVE & MGMT.

$ 100,000

BUSINESS ATTRACTION INCENTIVES

$ 100,000

NEW BUSINESS RETENTION INCENTIVES/GRANTS

$ 100,000

COMMERCIAL PROPERTY IMPROVEMENTS

$ 5,000

COMMERCIAL PROPERTY SOFTWARE

$646,333

TOTAL INVESTMENT

28%

OF TOTAL BUDGET

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Residential Investment

$ 60,000

BEAUTIFICATION PROGRAM

$ 30,000

ARCHTICTURAL AND REAL ESTATE SERVICES

$ 34,000

SOFT COSTS AND PERMITS

$ 6,000

HOMEBUYER EDUCATION AND INCOME CERT.

$ 12,000

NOTICES AND LAWN MAINTENANCE

$142,000

TOTAL INVESTMENT

6.1%

OF TOTAL BUDGET

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Marketing Investment

$ 32,050

ADS AND PROMOTIONAL ITEMS

$ 19,000

MARKETING AND ARTS CONSULTANTS

$ 41,785

SOCIAL MEDIA, PHOTO, VIDEO, WEB

$ 81,440

EVENTS: DAD, AITH, PATCH PROMO/EVENTS

$ 3,350

TRADESHOWS

$177,625

TOTAL INVESTMENT

7.6%

OF TOTAL BUDGET

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Personnel Costs & Cost Allocation

$ 600,318

SALARIES, WAGES, TAXES, INSURANCE
INCLUDING PATCH ($82K)

26%	21%	14%
OF TOTAL BUDGET with GF Contribution	OF TOTAL BUDGET with half City TIF*	OF TOTAL BUDGET with full City TIF*

$ 233,789

COST ALLOCATION PLAN - BACK TO CITY

10%

OF TOTAL BUDGET

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Thank you and feel free to reach out for a follow-up individual meeting or to request a workshop.

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

CONTACT:

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