

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, MAY 9, 2017 - 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 ONE HUNDRED DOLLARS (\$100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT, PERSONS NEEDING ASSISTANCE TO PARTICIPATE IN ANY OF THESE PROCEEDINGS SHOULD CONTACT THE CITY CLERK'S OFFICE, 100 W. DANIA BEACH BOULEVARD, DANIA BEACH, FL 33004, (954) 924-6800 EXTENSION 3624, AT LEAST 48 HOURS PRIOR TO THE MEETING.

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

- A. PLEASE TURN CELL PHONES OFF, OR PLACE ON VIBRATE. IF YOU MUST MAKE A CALL, PLEASE STEP OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
 - B. IF YOU MUST SPEAK TO SOMEONE IN THE AUDIENCE, PLEASE SPEAK SOFTLY OR GO OUT INTO THE ATRIUM, IN ORDER NOT TO INTERRUPT THE MEETING.
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1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: Comments by Dania Beach citizens, or other interested parties that are not part of the regular agenda, may be made during each Commission meeting during the period set aside for "citizen comments." A thirty (30) minute "citizen comments" period shall be designated on the agenda for citizens and interested persons to speak on matters not scheduled on that day's agenda. Each speaker shall be limited to 3 minutes for his or her comments. Persons desiring to speak during the citizen comment period shall inform the City Clerk prior to the beginning of the meeting of their intention to speak. If more than 10 speakers express a desire to speak, the Commission shall determine, on a meeting by meeting basis, whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. PRESENTATIONS

4. CONSENT AGENDA

- 1. Minutes:
Approve Minutes of March 14, 2017 CRA Board Meeting

- 2. Travel Requests:

Request from Kisha Payen, CRA Coordinator, to attend the 2017 American Marketing Association Marketers Workshop in Chicago, Illinois on May 7-10, 2017 (Estimated cost \$2,311.68)

- 3. Approve Redevelopment Management Associates Invoice #3740

4. Authorizing RMA, LLC to prepare a Market Analysis for the Downtown and City Center, in an amount not to exceed \$8,000.00

5. PROPOSALS AND BIDS

6. DISCUSSION AND POSSIBLE ACTION

1. Discussion on Draft Request for Qualifications for Real Estate Developer - Dania Beach City Center Development

7. ADMINISTRATIVE REPORTS

1. CRA Administrative Updates

8. BOARD MEMBER COMMENTS

9. ADJOURNMENT

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, MARCH 14, 2017 – 6:00 P.M.

1. Call to Order/Roll Call

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

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte Bobbie H. Grace Marco A. Salvino, Sr.
Executive Director:	Rachel Bach
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

2. Citizen Comments

There were no citizen comments at this meeting.

Chairman James advanced Item #4, Presentations.

4. Presentations

4.1 Dania Beach 2017 Arts and Seafood Celebration Poster Unveiling

Director Bach introduced Henriette Arnold.

Henriette “Kitte” Arnold unveiled the artwork she designed for this year’s Arts and Seafood Celebration.

3. Administrative Reports

3.1 CRA Executive Director Report

Director Bach reviewed the memo that was included in the agenda packet.

3.2 2017 Arts and Seafood Celebration Update

Director Bach reviewed the information that was included in the agenda packet. She noted the Spin Doctors have been confirmed as our national act.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3, #5.4

5.1 Minutes:
Approve Minutes of February 14, 2017 CRA Board Meeting

5.2 Travel Requests: None

Board Member Grace motioned to approve the Consent Agenda, with the exception of Items #5.3 and #5.4; seconded by Board Member Brandimarte. The motion carried unanimously.

5.3 Approve the Commercial Property Improvement Grant Application for Xiao Xia He, on behalf of Rainbow Investment Realty, 242 South Federal Highway, in an amount not to exceed \$10,000.00

Board Member Salvino confirmed this was the last façade grant for this fiscal year.

Chairman James questioned the application process.

Board Member Grace motioned to approve the Property Improvement Grant; seconded by Vice-Chairman Harris. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

5.4 Authorizing RMA, LLC to prepare a Market Analysis for the Downtown and City Center, in an amount not to exceed \$8,000.00

Board Member Salvino questioned why we would pay additional funds for RMA since we have already spent \$80,000.00 for them to do our promotion and advertising.

Director Bach explained the funds have already been allocated for the current contracts; they are only asking for permission to use the funds. We want to do a market analysis because a priority of the Board was to move forward with the Downtown Master Plan.

Board Member Salvino asked to table this until the next meeting as he has an issue with what is going on in the CRA.

Chairman James questioned what would happen if this is tabled tonight.

Director Bach explained the options if the Board wants to re-evaluate the strategy to move forward with the Downtown Market Plan; ask RMA to do it under our existing contract, or we can solicit bids from three market analysis companies.

Board Member Salvino noted he has questions with our contract with RMA and the Executive Director.

Vice-Chairman Harris asked if our Economic Development Department or Finance Department could conduct the market analysis.

Director Bach responded generally you want someone with real estate background, and we do not have the software necessary to conduct the analysis. We are trying to generate some projections and want to update the numbers from the 2015 CRA Plan update.

Vice-Chairman Harris questioned if the MPO or Fort Lauderdale Alliance could provide the information and perhaps save us the money.

Director Bach noted they will be getting that information from the Alliance, but it is raw data and is not a specific analysis of the downtown and surrounding areas.

Board Member Salvino motioned to table the Market Analysis for the Downtown and City Center, until the next CRA Board meeting; seconded by Board Member Brandimarte. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

There were no discussion items on this agenda.

8. Board Member Comments

Board Member Salvino spoke of the funds expended by the City on the Arts and Seafood Celebration. He said there are ways to do it in order to break even; it should not cost the taxpayers \$80,000.00 for the event.

Board Member Salvino said we should hire our own Executive Director. He does not know what we are getting for our money with RMA and thinks an employee could do more for less money than what we pay them.

Board Member Grace concurred with Board Member Salvino on both items. We have so much talent in Dania Beach, and we could pool our resources and do the event in-house. We should not just be breaking even; we should be making a profit. As long as we do it properly and orderly, she does not care whether we hire the director from within or retain Director Bach under the umbrella of the City.

Board Member Brandimarte commented we do not need a Director. We should hire Director Bach and put her on our payroll; we do not need RMA. She added she has a problem with a vendor getting two large spaces at the festival, particularly because their seafood prices are high.

In response to Board Member Brandimarte, Director Bach confirmed the Board pays \$156,000.00 for her as Executive Director, \$20,000.00 for supplemental services, \$80,000.00 for marketing and special events, and \$25,000.00 for the City Center RFQ.

Vice-Chairman Harris questioned why the person Director Bach mentioned who does the analysis could not perform the analysis for the Downtown and City Center.

Director Bach noted she is not asking for additional money; funding would come from the \$20,000.00 already in the contract.

Chairman James questioned the cost of the Arts and Seafood Celebration.

Director Bach responded we spend \$175,000.00 and we typically bring in \$85,000.00. This year we will make less due to the change in the alcohol sales law. She noted we want to bring options to the Board after the event, to explore moving the event to another entity. We are not receiving any funds from the food vendors this year because we sold the food vendor registrations and the bar to the food concessionaire who is paying us \$20,000.00 to handle it.

Chairman James commented we need to hire someone to brand and market the City of Dania Beach, not leave it up to the CRA to do.

Board Member Brandimarte felt we should put the Arts and Seafood Celebration under the direction of the City.

Chairman James noted we have part-time employees who have been with the City for 10 years, who should be hired full-time. If we do this, they can spend time on some of our events and we will not have to pay someone else.

Board Member Grace questioned that the City cannot sell alcohol at the event.

Director Bach responded that the last legislative session passed a law that prohibits us from profiting from alcoholic beverages.

Board Member Salvino noted the point he was making is that perhaps we could do things differently next year and try to make the celebration more profitable.

9. Adjournment

Chairman James adjourned the meeting at 6:51 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)
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Request from Kisha Payen, CRA Coordinator, to attend the 2017 American Marketing Association Marketers Workshop in Chicago, Illinois on May 7-10, 2017 (Estimated cost \$2,311.68)
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Purchasing Requests ONLY		
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Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

Exhibits Attached

Travel Request - Payen, Memo

CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Kisha Payen
DEPARTMENT: CRA
LOCATION: Chicago, IL
TRIP/TRAINING DATE: May 7 - May 10, 2017
PURPOSE: 2017 American Marketing Association Marketers Workshop

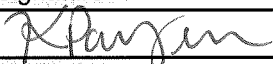
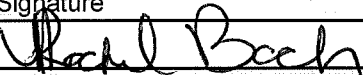
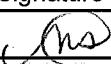
CHECK ONE
☒ Certification
☐ General Training
☐ License
☐ Other

Note any overnight or out of state travel events attended in the last 12 months: FFEA Conference, Orlando, FL Aug. 2016

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Registration Fee	AMA Marketing Workshop	\$ 995.00
Lodging (3 nights @ \$293.09)	The Westin O'Hare	\$ 879.28
Airfare	Orbitz	\$ 252.40
Per Diem	K. Payen	\$ 185.00
TOTAL EXPENSES		\$ 2,311.68

TOTAL ESTIMATED TRAVEL COST **\$ 2,311.68**

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Kisha Payen		5/2/17
Department Director (print)	Signature	Date
Rachel Bach		5/2/17
Finance Director (print)	Signature	Date
Nicki Satterfield		5/2/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens		5/2/17

2017 Marketing Workshops-Spring

The Westin O'Hare
6100 North River Road, Chicago, IL 60018
5/8/2017 8:30 AM - 5/9/2017 3:30 PM
Register before 4/11/2017 12:00 AM for early registration fee

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Home Agenda Registration Hotel/Travel



We've all been there. Long to-do lists. Tons of emails waiting for replies. By the end of the day, there's no time to think about learning new marketing methods.

Escape the office and find inspiration. Fresh-thinking experts will guide this holistic and intensive two-day training boost you need to stay on-track with the latest trends in digital marketing, branding strategy and marketing communications.

Spend time with peers who share your same challenges and leave equipped with the skills to make your marketing bloom.

[Register Now](#)

FREE CERTIFICATION TEST WITH REGISTRATION (Up to a \$349 Value)

Becoming an AMA Professional Certified Marketer® shows you're serious about making an impact with the work you're doing. We have two PCM® certification programs specializing in digital marketing or marketing management. While you'll have to put in the time to study, taking the exam is on us.

This is our way of helping you kick-off your continued learning once the Spring Workshops are over. You'll get more details about accessing your free exam at the event.

WORKSHOP LINEUP

We've put together 18 total workshops and you can choose which path of six make the most sense for you.

Digital Marketing

- Using Data to Assess Your Content's Impact
- Boosting Your Visibility with SEO
- Optimizing Your Social Media Campaign
- Getting the Most from Google Analytics
- Winning at Email Marketing
- Enhancing Your Video Efforts

Become a Member

Access our innovative members-only resources and tools to further your marketing practice.

[Join Today](#) or [Create an Online Account](#)

Member Log In | Renew my Membership

email address

☒ Remember Me

[Forgot Password or Login?](#)

[Log In](#)



Upcoming Training Events

- Digital Strategy and Analytics - 2017 - Chicago, IL
- 2017 Marketing Workshops-Spring
- Integrated Marketing Communications - 2017 - Minneapolis, MN
- Mastering Cross-Cultural Communication for Marketing Success - 2017 - Chicago
- Effective Marketing Writing - 2017 - Chicago

[More »](#)

UB

Branding & Strategy

- Mapping Stakeholders for Brand Success
- Leveraging Internal Marketing Tools
- Leading and Succeeding as a Marketer
- Discovering Your Value Proposition
- Unleashing Advocates and Influencers
- Gathering Insights Straight from Consumers

Marketing Communications

- Writing a Marketing Plan in 2 Hours
- Leveraging Integrated Marketing Campaigns
- Navigating the Art of Storytelling
- Writing Effective Content to Gain Clients
- Developing the Social Media Your Organization Deserves
- Blending Creative into Your Marketing Campaign

Click [HERE](#) to get the full agenda and detailed descriptions.

We can't wait to see you in Chicago!



RB

Day One

Monday, May 8

8:30 AM Registration Opens

8:30 AM - 9:30 AM Breakfast

9:30 AM – 11:30 AM Topics A, B and C

A. Content Intelligence: Using Data to Assess Your Content's Impact

Colleen Jones, CEO, Content Science

Starting or expanding your content marketing program? You're not alone. In today's digital world, content is a core marketing competency.

Sooner or later, you or your leadership will ask the question, "Does our content work?" The question sounds simple, but getting answers is hard. That's why you need content intelligence.

In this workshop, learn the essentials of content intelligence so you

- Assemble the right data about your content.
- Interpret the data to understand your content's impact and gain insights into your customers.
- Act on the data with smarter content decisions.

Key Learning Objectives Include:

- Learn what content intelligence is + why it benefits you
- Create a content intelligence framework to organize + interpret your content-related data
- Discover the 3 must-do habits of implementing content intelligence successfully

B. Stakeholder Mapping for Brand Success

Ron Strauss, Founder & CEO, Brandzone

Marketers look mainly at prospective customers as the keys to brand success.

However, there are many other stakeholders, both within and without the organization, that profoundly impact brand value. This session is designed to identify them and help marketers understand how to evaluate them in terms of communications and program outcomes. The trend towards Corporate Social Responsibility (CSR) is adding to the need for Stakeholder Mapping (SM) and Stakeholder Analysis (SA.)

Specifically, insight from Stakeholder Mapping can be used for development of market and

brand plans, especially for the Situation Analysis section of the plan. A more vigorous Situation Analysis results in more effective tactics and programs.

Includes a 'hands-on' application of 'lessons learned' for each attendee.

Key Learning Objectives Include:

- Develop a more complete understanding of who your key stakeholders are and their role in creating and destroying value.
- How to apply this insight to develop and prioritize communications programs and use resources more effectively.
- Be better able to answer the question: 'How are we creating competitive advantage?'

C. Write a Marketing Plan in Two Hours

Kay Keenan, President, Growth Consulting Inc.

Every organization is looking for ways to reach their targets efficiently. There aren't ever enough marketing dollars! This highly interactive session will help you create a first draft marketing plan tailored for your organization. It will include working with upper management, sales and everyone else to achieve your organization's needs. Bring with you a copy of your company's strategic plan because all good marketing plans build on the organization's strategy. You will also receive a copy of a Marketing Plan to help you create yours.

Key Learning Objectives:

- Leave with a "first draft" marketing plan for our organization.
- How to keep your organization focused for effective marketing.
- How to use your time for the best results for your organization.

Note: This is a hands on working session so come prepared to create your 2017 Marketing Plan.

11:30 AM – 12:30 PM Lunch

12:30 PM – 2:30 PM Topics D, E and F

D. SEO for Business: How to Outrank Competitors and Gain Exposure

Brent D. Payne, CEO, Loud Interactive

As one of the top SEOs in the business, Brent Payne has been doing SEO before it was even considered SEO. As current CEO of Loud Interactive, Brent Payne has spoken worldwide on the topic. In this workshop Brent will cover everything from the basics including how search engines work to more advanced SEO tactics like how to outrank competitors. Brent's SEO expertise spans throughout a wide range of industries which will prove to be of extreme value to your



business. After this workshop you will walk away with the tools to start ranking for desired search terms and how you can apply SEO best practices to your business.

Key Learning Objectives Include:

- Learn basic to advanced knowledge of SEO
- Learn how to outrank competitors
- Learn about current SEO trends

E. Leveraging Marketing's Impact on the Brand: Internal Marketing Tools of Engagement

Sybil F. Stershic, President, Quality Service Marketing

The decline in employee engagement poses a significant threat to your brand since its stake in the competitive market depends on all employees who deliver the brand promise – including those who work outside the marketing department. So how do you get them to work with you and not against you?

Learn how to take care of the people who most impact your marketing and organizational success in this applied session. Attendees will take away the internal marketing framework, practical tools, and ideas needed to engage employees as marketing and brand champions.

Key Learning Objectives Include:

- Why employee engagement matters to marketing as much as HR
- The strategy and tools marketers need to engage employees
- How to get employee buy-in for marketing initiatives

F. Marketing Decision Makers: Stop Thinking Tactics, Start Thinking Campaigns

Shane Johnston, Executive Vice President, Director of Client Development, Capstrat

Find out how to bring strategic structure to the chaos in a way that your peers and leadership can clearly understand and support. Learn how to develop a strong, integrated campaign that will help you justify your marketing budget – or get a budget – to your organization's executive leadership.

Key Learning Objectives Include:

- Planning and organizing tactics into a cohesive, integrated campaign
- Setting goals and budget based on hard numbers - and reality

RB

- What to measure and how

2:30 PM – 3:00 PM Afternoon Break

3:00 PM-5:00 PM Topics G, H and I

G. How to Bring Your Brand Proposition to Life in the Most Dramatic Manner Possible

Mark Andeer, Chief Marketing Officer, The Escape Pod

“Facts lead to conclusions, emotions lead to action.” Donald Calne (Neurologist)

In this workshop, you will learn to explore, understand and activate emotional drivers that lead to the most effective advertising on the planet. Because only through having a deep understanding of your customer’s emotional drivers can you truly create trust for your brand. And while sharing your content isn’t the only measure, it is one of the strongest measures of the willingness of your customers to become an evangelist. Please come prepared with your company’s strategy, a blank creative brief and your customers top five highest indexing entertainment; TV shows/You Tube channels/Web Sites.

Key Learning Objectives Include:

- Defining the emotion that leads to action with your customers
- Completing a documented check list of integrated marketing and media opportunities
- Creating a “first draft” brief to drive change with your internal teams and agencies

H. Building Your Tribe through an Optimized Social Media Campaign

Libby Morse, Senior Vice President and Creative Director, LipmanHearne; Rachel Skybetter, Senior Writer, LipmanHearne

Building a brand is about building a tribe. Social media offers an opportunity to find, cultivate, and inspire your tribe-- but only if you know how to listen. This workshop will explore how brand messages translate into social media, how to use social media to have a dialogue with your audience, and how to measure effectiveness.

Key learning objectives include:

- Learning how to think about what the tribe means
- Conveying the brand through social media
- Using social media to mirror audiences interests and concerns

We'll look at what makes successful examples tick, and take the first steps in thinking about how your organization can tell its story.

I. Elevating Your Brand Through Storytelling

Rebecca Steuer, Co-Founder, Content Academy

When was the last time you didn't click the "Skip Ad" button because you wanted to watch a commercial? Was the commercial formatted as a story or a sales ad? It's safe to assume it was a compelling story that related the information to your life. Now for the million-dollar question, how do you develop your brand story that people will notice? This interactive workshop will demonstrate how storytelling makes an impact on reaching and connecting with your audience, why storytelling is a necessity in the digital space and most importantly, how to get it done!

Key Learning Objectives Include:

- Understand the benefits of developing stories to promote your brand (ROI)
- Identify the different types of storytelling opportunities
- How to craft your brand's story
- What it takes to develop and share your story and keep it alive
- How to integrate your storytelling within your overall marketing strategy

Day Two

Tuesday, May 9

7:00 AM Registration Opens

7:00 AM - 8:00 AM Breakfast

8:00 AM – 10:00 AM Topics J, K and L

J. Lessons From Marketing Luminaries: A Workshop Conversation About What it Takes to Lead and Succeed as a Marketer

Michael Krauss, President & Co-Founder, Market Strategy Group; @ C-Level Columnist, Marketing News

What does it take to lead and achieve in the C-Suite? How do you develop and hone your managerial and leadership skills as a marketer? Does advancement to marketing leadership require vision? Creative ideas? Analytical skills? Program management ability? Motivational skills. Technology skills? Business acumen? An inherent understanding and empathy for the customer? Financial skills? Collaboration skills? A great relationship with the CEO?



In this facilitated workshop, you will discuss and discover the requirements of marketing leadership whether you are a marketing communications leader, a sales enablement leader or a leading strategic marketer --- or all of the above.

Key Learning Objectives Include:

- Discovering alternative marketing leadership styles and their pro's and con's
- Reviewing "best practice" approaches to marketing leadership from industry luminaries
- Gaining a shared understanding of marketing leadership approaches utilized by group participants
- Building a plan for individual marketing leadership achievement and self-improvement

K. Get More Prospects to Say, Yes!

Greg Hamilton, Director of Education, MECLABS

Your value proposition is the reason customers buy from you and not your competition—it's the answer to the "why should I?" question in every customer's mind. In this session, you'll learn how to grow your market share by discovering and articulating a unique value proposition that resonates with your ideal customer. Plus, learn how to fine-tune your value proposition, and infuse it into all of your marketing collateral, to maximize impact and effectiveness. Whether you're a CEO or a Marketing coordinator, this session is designed to help you make smarter business decisions.

Key learning objectives include:

- Understanding the value proposition as a framework for predicting choice
- Awareness of the fundamental role of the value proposition in the decision-making process
- How to intensify the force of a value proposition and effectively express a value proposition

L. The Why and How of Content Marketing

Andy Crestodina, Co-Founder/Strategic Director, Orbit Media Studios

You've likely heard about content marketing. Maybe you're already investing in it. But have you taken the first critical step that can make all the difference to your success? This session puts marketing in a fresh context, showing how everyone in a sales or leadership role is already a content marketer although many don't even know it yet.

This session is ideal for the marketers and business leaders responsible for driving growth within your organization, regardless of the size of your marketing department or budget.

Key Learning Objective Include:

- What's content marketing? Why invest in content?
- What topics does your audience really care about?
- What if we're not writers? We don't have time to create marketing content

10:00 AM - 10:30 AM Morning Break

10:30 AM – 12:30 PM Topics M, N and O

M. Leveraging Google Analytics Features for Your Business

Meredith Hughes, Digital Media Strategist, Analytics Pros

During this session Meredith Hughes, Digital Media Strategist at Analytics Pros, will discuss the world of Digital Analytics and how to leverage the Google Analytics platform to narrow the distance between customers and the companies that serve them. Topics will include the latest in Google Analytics technology and methodology, How Google Analytics can measure your digital audience, how to align data with business objectives and real-world stories from Meredith's many years helping large established companies and successful startups use digital analytics to improve customer insight and business performance.

Key Learning Objectives Include:

- Understand Google Analytics core features and Terminology
- What output data from Google Analytics can look like
- How understanding user intent and what actually happens can be used to improve business decisions

N. Unleashing Advocates and Influencers

Rob Fuggetta, Founder/CEO, Zuberance

Advocate and influencer marketing is hot and it's no wonder why: 92% of people trust recommendations from friends over ads and all other media and 64% of marketers said in a recent AMA survey that Word of Mouth is the most effective form of marketing. This session is about how to leverage Advocates and Influencers to get the word out and bring more customers in. The session will be led by Rob Fuggetta, the author of "Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force."

Key Learning Objectives Include:

- Identify advocates and influencers
- Activate advocates and influencers to spread positive WOM and help sell products



- Measure results from advocate and influencer programs

You'll also learn the key differences between advocates and influencers, and how to work effectively with each group.

O. Create the Social Media Your Org Deserves

Demetrio Cardona-Maguigad, Strategic Design Director, Lime Red Studio

What's stopping you from having the kind of social media feed that your followers trust and your peers drool over? Time? Budget? Talent? Bringing 15 years of experience creating visuals for large and small organizations, Sarah Eva will help you arrive at a sustainable approach to creating visual content for any channel, no matter your budget or resources.

In this workshop, you'll learn strategies and shortcuts you can implement on your visual social media channels.

Key Learning Objectives Include:

- Developing a doable strategy for creating visual content
- Specific ways you can create great visual standards that can be executed by all staffers
- Covering camera phone photography basics

12:30 PM – 1:30 PM Lunch

1:30 PM – 3:30 PM Topics P, Q and R

P. How to Win at Email Marketing

Adam Q. Holden-Bache, Author, How to Win at B2B Email Marketing: A Guide to Achieving Success & Director, Business Development, Striata

This workshop will take attendees through all aspects of an email program including strategy, data, design, copywriting, delivery, testing and analysis. It will provide insight, tactics, tips and takeaways that attendees can implement to improve campaigns for their business.

Key Learning Objectives Include:

- How to set and achieve goals
- How to collect, manage, and grow a high quality, engaged, and responsive contact list to create messaging that is relevant, personalized, and actionable

AB

- How to get results that matter

Q. The Power of Primary Research: Gathering Insights Straight from Consumers

Michael Graber, Managing Partner, Southern Growth Studio

More and more leading marketers are generating insights for breakthrough marketing campaigns and new product ideas by working with consumers. See how deep ethnographic work is changing the way market research is conducted and how consumers are co-creating claims, value propositions, categories and new products, as well as rebooting brand equity and awareness. Learn how to use this method for your company, brand, or clients. Leading companies such as Proctor & Gamble, Google, Hersey's and many others use these methods.

Key Learning Objectives Include:

- Understand the value of seeing the market from the consumer perspective.
- Learn how you can use empathy and innovation methods to inspire your core marketing efforts.
- Practice some of these methods of inquiry in the workshop.

R. Design Thinking Workshop

Demetrio Cardona-Maguigad, Strategic Design Director, Lime Red Studio

This hands-on session will place attendees in teams to learn and practice the fundamentals of Design Thinking. Attendees will learn how to tackle real customer problems through rapid ideation and prototyping exercises. By empathizing with customer experiences, each team will identify opportunities and barriers, brainstorm potential solutions, and discuss and iterate ideas, before presenting and discussing their solutions with the full group.

Key Learning Objectives Include:

- Rapid ideation
- Team Collaboration
- Confidence in sharing ideas

2017 Marketing Workshops-Spring

The Westin O'Hare
6100 North River Road, Chicago, IL 60018
5/8/2017 8:30 AM - 5/9/2017 3:30 PM
Register before 4/11/2017 12:00 AM for early registration fee

0 0 Google + 0 0
0 Print page A- A A+

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Already registered on site? Please log in first in the upper right corner of the site before proceeding.

Select Attendee Type:

- ☐ AMA Member (Please log in first in the upper right corner of the site)
- ☒ New Member Plus (Join the AMA to save on this event)
- ☐ Non-Member (Please become a site registrant in order to register)

Non-Member Price

Member Price

\$1,195.00

\$995.00

Next

Become a Member

Access our innovative members-only resources and tools to further your marketing practice.

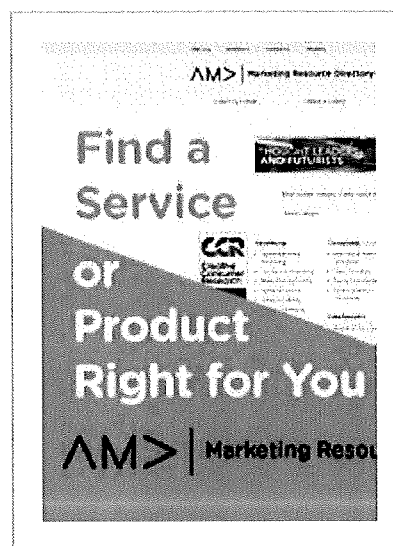
Join Today or Create an Online Account

Member Log In | Renew my Membership

email address

☒ Remember Me

Forgot Password or Login? **Log In**



Upcoming Training Events

UB

Payen, Kisha

From: do-not-reply@ama.org
Sent: Monday, May 01, 2017 10:00 AM
To: Payen, Kisha
Subject: AMA Event Confirmation and Receipt

Dear Kisha

Thank you for registering for AMA Marketing Workshops - Chicago, IL.

You can review the agenda and details for AMA Marketing Workshops - Chicago, IL at <http://www.ama.org/events-training/Training/Pages/2017-Marketing-Workshops-Spring.aspx> and please refer to the event date and location details below

Start Date: Monday 05/08/2017
End Date: Tuesday 05/09/2017
Location: The Westin O'Hare

Confirmation Number: 6004755941
Total amount paid: \$995.00

We look forward to seeing you in 6100 North River Road, Chicago!

If you have any questions about the event or travel arrangements, please call us at 1.800.AMA.1150 or +1.312.542.9000.

Sincerely,
American Marketing Association
info@ama.org
www.ama.org
1.800.AMA.1150

103

[CHECK RESERVATIONS](#) | [EVENT CONTACT](#) | [EVENT PAGE](#)

AMA MARKETING WORKSHOP

May 8 - 9, 2017

Venue:
The Westin O'Hare

1 ENTER CONFIRMATION NUMBER 2 VIEW RESERVATION

Here is the reservation youve made with us. [112091229]

HOTEL & ROOM INFORMATION



THE WESTIN O'HARE
6100 North River Road
Rosemont IL 60018 United States
Phone:(1)(847) 698-6000
Fax:(1)(847) 698-3993

CHECK-IN
May 7, 2017CHECK-OUT
May 10, 2017

1 room(s), 1 adult(s)

RATE INFORMATION

[Currency Conversion >>](#)

Rate Description: Up to 10% discount.

Average est. room total per night***	Estimated total for your stay**
Room rate _ USD 257.10	1 room(s), 1 adult(s) USD 879.28
Taxes **:	USD 35.99
Estimated total**:	USD 293.09

**The displayed totals are estimates only and do not include any additional charges that may be incurred at the hotel. The actual total will be calculated by the hotel in its local currency, based on the local taxes and currency exchange rate (if applicable) in effect at the time charging occurs.

[Get complete details about this rate, taxes and other charges](#)

PERSONAL & CREDIT CARD INFORMATION

Name:Ms Kisha Payen

Address: 100 W Dania Beach Blvd
Dania Beach FL US 33004

*Primary Telephone : 9549246800 (Business)

Your Email : kpayen@daniabeachfl.gov

Card Number : xxxxxxxxxxxx3233

[Privacy Policy](#)

STARWOOD PREFERRED GUEST INFORMATION

SPG Number:

MY STAY PREFERENCES

Airline: Flight Number :

Flight Arrival Time:

Flight Departure Time:

Requested Arrival Time: 07-May-2017 03:00 PM

Requested Departure Time: 10-May-2017 12:00 PM

Other Requests: Contracted rate unavailable. Lowest available rate booked.

Make a Green Choice: No (Terms & Conditions)

TERMS & CONDITIONS

Cancellation policy: The time for canceling without penalty has passed. If you cancel, the forfeiture amount will be 100.00 percent. Room taxes may be charged on deposits and any penalties.

Rate plan Description: Up to 10% discount.

GTD/Deposit policy: USD 879.28 deposit is due on 28-Apr-2017 and will be charged to the credit card provided. Please note that any change in your reservation may change the rate and/or require payment of cancellation fees. For reservations guaranteed with a form of payment at time of booking, rooms are held until hotel check-out time the day following arrival. For reservations not guaranteed with a form of payment at time of booking, rooms are held until set cancellation time per the rules of the reservation. In the event more guests arrive than can be accommodated due to hotel overbooking or an unforeseen circumstance, and hotel is unable to hold rooms consistent with this room hold policy, hotel will attempt to accommodate guests, at its expense, at a comparable hotel in the area for the oversold night(s), and will pay for transportation to that hotel.

©2017

MODIFY YOUR RESERVATION**CANCEL RESERVATION**



Sun-Wed

My Scratchpad 2 ▾

My Trips

Support ▾

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Chicago

Sun, May 7 - Wed, May 10

✔ Ticketing in progress. No need to call to reconfirm.

Total: \$252.40

Add your hotel today for the best deals

Expires in 9 days : 23 : 57 : 15

Because you booked a flight, you qualify for up to 55% off hotels for your trip.

[See Hotels](#)

Before you go

- **E-ticket:** This page can be used as an E-ticket. Before travelling, print a copy of your itinerary and take it with you!
- Remember to bring your itinerary and government-issued photo ID for airport check-in and security.

Contact the airline to confirm:

- Specific seat assignments
- Special meals
- Frequent flyer point awards
- Special assistance requests

Flight Overview

Ticketing in progress. The airline will confirm most tickets within 5 minutes, but some ticket types take up to 24 hours. You do not need to call us to reconfirm your booking. Check back to ensure your ticket has been issued.

Travel dates

May 7, 2017 - May 10, 2017

Itinerary

7263073475625

NB
001799785223

Your flight may be non-refundable 24 hours after booking. Protect your flight.

Add Cancellation Protection

⌚ Expires Tue, May 2 3:06PM

Manage reservation

Change flight

✈ Departure Sun, May 7

American Airlines 1433

Fort Lauderdale (FLL)

4:40PM



Chicago (ORD)

7:07PM

MAIN CABIN

Cabin: Economy / Coach (V)

Show more ▼

3h 27m duration

Total Duration

3h 27m

✈ Return Wed, May 10

American Airlines 1463

Chicago (ORD)

7:00PM



Fort Lauderdale (FLL)

10:58PM

RB

MAIN CABIN

Cabin: Economy / Coach (Q)

Show more ↕

2h 58m duration

Total Duration

2h 58m

[Back to top](#)

Traveler(s)

Kisha Payen

Frequent flyer and special assistance requests should be confirmed directly with the airline.

[Back to top](#)

Price Summary

Traveler 1: Adult ↕	\$252.40
Total	\$252.40

[View receipt](#)All prices are quoted in **USD**.[Back to top](#) ORBITZ REWARDS

You earned

\$2.52 in Orbucks

for this trip

[Back to top](#)

Additional Information

Additional Fees

The airline may charge additional fees ☐ for checked baggage or other optional services.

**City of Dania Beach
Travel Per Diem Calculator**

Traveler Name: Kisha Payen

Description of Trip: 2017 American Marketing Association Marketers Workshop

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 74.00

Destination: Chicago, IL

First Date of Travel 7-May-17

Last Date of Travel 10-May-17

							Travel
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							7-May-17
Breakfast 15%							\$ 11.10
Lunch 35%							\$ 25.90
Dinner 50%							\$ 37.00
Total Daily total =							\$ 55.50

								Travel
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
Date	8-May-17	9-May-17	10-May-17					
Breakfast 15%	\$ -	\$ -	\$ 11.10					
Lunch 35%	\$ -	\$ -	\$ 25.90					
Dinner 50%	\$ 37.00	\$ 37.00	\$ 37.00					
Total Daily total =	\$ 37.00	\$ 37.00	\$ 55.50					

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 55.50

Total Per Diem Due to Traveler \$ 185.00

Meal Exclusions		
Date	Meal Provided	Amount
8-May-17	Breakfast	\$ 11.10
8-May-17	Lunch	\$ 25.90
9-May-17	Breakfast	\$ 11.10
9-May-17	Lunch	\$ 25.90

MB



U.S. General Services Administration

FY 2017 Per Diem Rates for Chicago Illinois

Cities not appearing below may be located within a county for which rates are listed.
To determine what county a city is located in, visit the National Association of Counties (NACo) website (a non-federal website).

October 2016 - September 2017 The following rates apply for **Chicago Illinois**. Max lodging by month (excluding taxes.) The last column is the Meals and Incidental Expense (M&IE) rate.

Primary Destination (1, 2)	County (3, 4)	2016 Oct	Nov	Dec	2017 Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	M&IE (5)
Chicago	Cook / Lake	\$212	\$212	\$137	\$137	\$137	\$137	\$222	\$222	\$222	\$192	\$192	\$212	\$74

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.



U.S. General Services Administration

Meals and Incidental Expenses (M&IE) Breakdown

The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.

The table lists the six M&IE tiers in the lower 48 continental United States (currently ranging from \$51 to \$74). If you need to deduct a meal amount, first determine the location where you will be working while on official travel. You can look up the location-specific information at www.gsa.gov/perdiem. The M&IE rate for your location will be one of the six tiers listed on this table. Find the corresponding amount on the first line of the table (M&IE Total) and then look below for each specific meal deduction amount.

The table also lists the portion of the M&IE rate that is provided for incidental expenses (currently \$5 for all tiers).

Total	Continental Breakfast/ Breakfast	Lunch	Dinner	IE
\$51	\$11	\$12	\$23	\$5
\$54	\$12	\$13	\$24	\$5
\$59	\$13	\$15	\$26	\$5
\$64	\$15	\$16	\$28	\$5
\$69	\$16	\$17	\$31	\$5
\$74	\$17	\$18	\$34	\$5

This table lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Total	First & Last Day of Travel
\$51	\$38.25
\$54	\$40.50
\$59	\$44.25
\$64	\$48.00
\$69	\$51.75
\$74	\$55.50

Looking for the foreign and outside the continental United States (OCONUS) breakdown chart? Visit FTR Appendix B. (Note: Appendix B breakdowns do not apply to any locations in the continental United States; use the table listed above.)

The shortcut to this page is www.gsa.gov/mie.

QUESTIONS:

For all travel policy questions, email travelpolicy@gsa.gov.



RELATED GSA TOPICS

- FedRooms®
- Travel E-mail Notification
- POV Mileage Reimbursement Rates

RATE THIS PAGE

To: Chair, Vice Chair and Board of Commissioners
From: Rachel Bach, Interim Executive Director
Date: May 9, 2017
Re: **Travel Request**

Background

The American Marketing Association is holding its annual Marketers Workshop May 7 to May 10, 2017.

Update

The CRA requests travel authorization for CRA Administrative Coordinator, Kisha Payen to attend the Marketers Workshop. This workshop provides coursework towards the completion of a Professional Marketer Certification. Hotel accommodations and seminar registration have been reserved in anticipation of approval.

Recommendation

Motion to approve Travel Authorizations and ratify expenditures.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)		
--	--	--

Approve RMA Invoice for Consulting Services with RMA Principals		
---	--	--

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

Fund:		
-------	--	--

Fiscal Impact/Cost Summary

Exhibits Attached
Memo requesting authorization for payment from the CRA Manager, RMA Invoice 3740



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: Kathleen Weekes, CRA Manager
Date: May 9, 2017
Re: **Authorization to pay RMA Invoice #3740**

Attached please find the following invoice:

Invoice: #3740: \$3,297.50- General Professional Consulting with RMA Principals.
Services for the month of October 2016 and February 2017

These invoices have been reviewed and approved by the CRA Manager, who is also the contract administrator for these services. Invoices for RMA which are hourly continue to be submitted to the CRA Board for review and approval.

Recommendation

Motion to authorize payment of RMA Invoice #3740



REINVENTING YOUR CITY

INVOICE

Invoice Date: March 22, 2017

Invoice Number: 3740

Amount Due: \$3,297.50

Reference: Public Private Partnership Consulting for the City Hall Project
PO 2016-00000242

Billed To: Kathleen Weekes, CRA Manager
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

Services for the Month of: October 2016 and February 2017

Administration, management, and consulting services to the City of Dania Beach Community Redevelopment Agency.

Total Agreement Amount: General Professional/Consulting	\$	25,000.00
Amounts Previously Invoiced and Paid		
Invoice 3602		780.00
Invoice 3653		1,750.00
PO Balance	\$	<u>22,470.00</u>
Amounts Outstanding		
None		0.00
Current Invoice Detail		
Amount due for:		
CB (Principal) Supervise preparation of RFQ and reviewed RFQ for commissioners' meetings - 4.0 hours		
JV (RE Coordinator) Prepared and revised RFQ - 26.5 hours		<u>3,297.50</u>
Total Amount Due	\$	<u>3,297.50</u>

Please remit payment to:
Redevelopment Management Associates, LLC or RMA
2303 East Atlantic Boulevard
Pompano Beach, FL 33062

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Authorizing RMA, LLC to prepare a Market Analysis for the Downtown and City Center, in an amount not to exceed \$8,000.00

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo, RMA Market Analysis Backup, Authorizing RMA,LLC to prepare a Market Analysis

Memorandum

To: Chair, Vice Chair and Board of Commissioners
From: Rachel Bach, Interim Executive Director
Date: May 9, 2017
Re: **Authorizing RMA, LLC to prepare a Market Analysis for the Downtown and City Center**

Background

Two of the key objectives of the CRA for FY 2016-2017 are to enter into a public/private partnership for the redevelopment of the City Center/City Hall site and to complete a Downtown Master Plan. The CRA, in conjunction with City Administration have completed the draft review of a Request for Qualifications (RFQ) document that will be brought forward to the Board for consideration within the next month. Concurrently the CRA has begun work on the Downtown Master Plan and is currently surveying downtown merchants and recently completed an inventory of available commercial space. The next step in the development of the Downtown Master Plan and as a companion to the City Center RFQ is to conduct a Market Analysis that will form the basis for recommended land uses and development strategies to support smart long term growth in the downtown.

Update

Attached please find the Scope of Services from RMA, LLC to conduct a Market Analysis for the Downtown (inclusive of the CC and EDBB zoning districts) at a cost not to exceed \$8,000. On April 26, 2016 the Dania Beach CRA Board approved Resolution 2016-CRA-002 and is currently under contract for services related to the City Center RFQ billed as needed, not to exceed \$25,000. To date the CRA has spent \$5,827.50 and has \$19,172 remaining. The CRA requests authorization to expend up to \$8,000 under the City Center RFQ work authorization for these services as a component of the original scope of work attached for your reference.

Fiscal Impact

Funding for this service is budgeted and has already been encumbered in the Community Redevelopment Agency Fund Fiscal Year 2016/2017 Professional Services, Account No. 106-52-01-552-31-10.

Action

Motion to approve up to \$8,000 for RMA, LLC to proceed with preparation of a Market Analysis for the Downtown.

RESOLUTION NO. 2016-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AMENDMENT TO AN AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC (RMA) WITHOUT COMPETITIVE BIDDING THAT EXCEEDS AN ANNUAL VENDOR TOTAL OF TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00), TO PROVIDE PUBLIC-PRIVATE CONSULTING SERVICES FOR THE CITY CENTER PROJECT; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, RMA provides community redevelopment and real estate services; and

WHEREAS, the Community Redevelopment Agency of the City of Dania Beach deems it in its best interest to retain RMA to provide such services without competitive bidding and without advertisement for bids; and

WHEREAS, RMA proposes to provide these services on an hourly basis, not to exceed Twenty Five Thousand (\$25,000.00) for fiscal year 2016; and

WHEREAS, the Dania Beach Code of Ordinances, Chapter 2, Article 1, Section 2-10, "Monetary thresholds for certain purchases and payment disbursement authorizations", Subsection (a), sets the monetary threshold or limitation at \$25,000.00 for a vendor each fiscal year; and

WHEREAS, the vendor total for RMA for fiscal year 2016 will be brought in to \$285,000.00 for CRA administration, marketing and public relations, general consulting services;

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

Section 1. That the foregoing "Whereas" clauses are ratified and confirmed to be true and correct, and they are made a part of and are incorporated into this Resolution by this reference.

Section 2. That the CRA Board authorizes an Amendment to an Agreement with RMA Consulting in an amount not to exceed Twenty Five Thousand (\$25,000.00), and further authorizes the proper CRA officials to execute the Amendment, a copy of which is attached as Exhibit "A", and made a part of and incorporated into this Resolution by this reference, for such

services; provided, however that no agreement will be effective unless and until it has been executed by all parties.

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

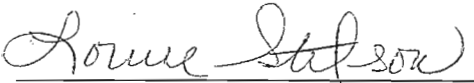
Section 4. That funding for the public private consulting services is funded in the Community Redevelopment Agency Fund Fiscal Year 2015-2016, Professional Services General Account, Account Number 106-52-01-552-31-10.

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

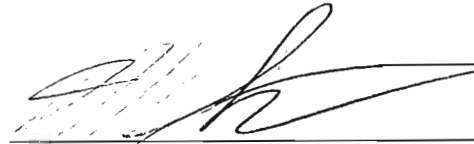
Section 6. That this Resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on April 26, 2016.

ATTEST:

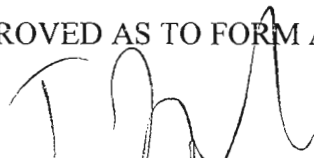


LOUISE STILSON, CMC
CRA SECRETARY



MARCO A. SALVINO, SR.
BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:



THOMAS J. ANSBURO
CRA ATTORNEY



PDF
DOCUMENT
CANNOT CHANGE



REINVENTING YOUR CITY

April 18, 2016

WORK AUTHORIZATION

Dania Beach CRA ("Client")
CIO Marco A. Salvino Sr., CRA Board Chair
100 West Dania Beach Boulevard
Dania Beach, Florida 33404
Contact: 954.260.9959
Email: msalvino@ci.dania-beach.fl.us

and

Redevelopment Management Associates, LLC ("Consultant")
C/O Kim Briesemeister, Principal
2302 East Atlantic Blvd.
Pompano Beach, FL 33062
Contact: 954.695.0754
Email: kim@rma.us.com

RE: Public Private Partnership Consulting for the City Hall Project

Dear Chairman Salvino:

Redevelopment Management Associates, LLC ("Consultant") is pleased to provide this Work Authorization ("Work Authorization") to the Dania Beach Community Redevelopment Agency ("Client") for consulting services related to the project referred to as City Center.

Background

RMA has been assisting the City and CRA with multiple initiatives related to redevelopment over the past few years. One of the most important projects in the downtown's future is the development of the City Center project. The City's goal is to attract a quality developer and successfully negotiate a public-private development agreement. RMA has successfully negotiated over 11 such agreements and all but one was built - demonstrating the effectiveness of a sound agreement and process. This Work Authorization will provide for a "not to exceed" amount of continuing services, billed on an hourly basis, as requested by the Client.

Please review the scope of services and confirm the tasks meet your expectations. If so, please sign and return the document to us to begin the assignment.

SCOPE OF SERVICES

1.0 Preparation of a Request for Qualifications ("RFQ"): Consultant will draft a written RFQ for the solicitation to interested parties ("Proposer") to redevelop City Center described above for a mixed-used project including market-rate housing and retail uses. Discussions with City and CRA staff will further define the specific goals of the RFQ including height, density, public amenities, parcel information, consideration of a new city hall as an integral component of the project, identifying the type of property transaction (lease or sale), and use of existing parking garage for the project. Consultant will seek a review of the draft RFQ by the City Manager and key departments including the City Attorney, Development Services Director, CRA Executive Director and others as directed.

2.0 Management of the Procurement Process for the RFQ: The Consultant will coordinate the advertising of the RFQ with the City Clerk in order to meet the legal standards for the disposal of public lands. Upon submittal, the Consultant will review all responses to the RFQ and provide the Client with an evaluation report including an executive summary to city staff and city commissioners. The Consultant may provide both a qualitative and quantitative evaluation summary. Furthermore the Consultant will work with CRA and City staff to select a review committee, which will be sent to the city's purchasing department. The selection committee may rank the proposers and make a recommendation to the CRA Board and/or City Commission for review and approval of the ranking and to negotiate with the highest ranked proposer. The Consultant will at various times meet with each CRA board member in the presence of City/CRA staff or as directed to discuss the procurement process and its results.

3.0 Negotiating with Proposer for the City Center Redevelopment: Consultant may provide negotiating services to prepare both a Term Sheet ("Term Sheet") and a Development Agreement ("Agreement") between the Proposer and the Client. Included services may be assisting the Client with retaining outside legal counsel to prepare the Agreement, providing suggested terms for the Agreement and working with members of the city staff as directed by the Client to review the Agreement. The Consultant will present the terms of the agreement if requested by the CRA Board Chair.

4.0 Fiscal Impact Analysis: Consultant may be requested to assess the financial impact of a public-private partnership redevelopment project of City Center including but not limited to impact on expected costs to be paid by the city's general fund, impact on future ad valorem tax collections, impact on both expenses and revenues of the public parking garage, impact of fee revenue for the city and county, and other impacts as requested.

approved
by
the
CRA
Board

5.0 Additional Property Acquisition: Consultant may provide additional real estate services to assist the city in acquiring additional properties in relations to the City Center project and downtown redevelopment.

6.0 Schedule: This Work Authorization will become effective upon execution and may be terminated by either party at any time by giving ten (10) days written notice. All rates, services and fees are based on an annual schedule effective as of the execution date of this Work Authorization and shall be renegotiated on an as-needed basis.

7.0 Compensation: Consultant will bill monthly

Not to Exceed.....\$25,000.00
Tasks 1.0 through 4.0Hourly

Task 5.0.....*Hourly or Commission

*Compensation for Task 5.0 will be billed hourly. In the event Consultant collects a real estate brokerage fee on behalf of the city, then there will be no charge to the client for task 5.0.

8.0 Fee: The fee schedule for hourly services is as follows:

Principals	\$195
Economic Dev. Director	\$185
Sr. Associate	\$175
Financial/ Market Analyst	\$165
Project Manager III	\$125
Project Coordinator	\$ 85
Sr. Urban Designer	\$145
Urban Designer/Planner III	\$130
Urban Designer/Planner I	\$105
Marketing Director	\$145
Marketing Manager	\$125
Marketing Coordinator	\$ 95
Graphic Designer	\$ 55
Administrative Assistant	\$ 65

We look forward to working with the Dania Beach CRA on this project.

AGREED TO AND APPROVED BY:



Kim Briesemeister
Principal, Consultant

4/18/2016

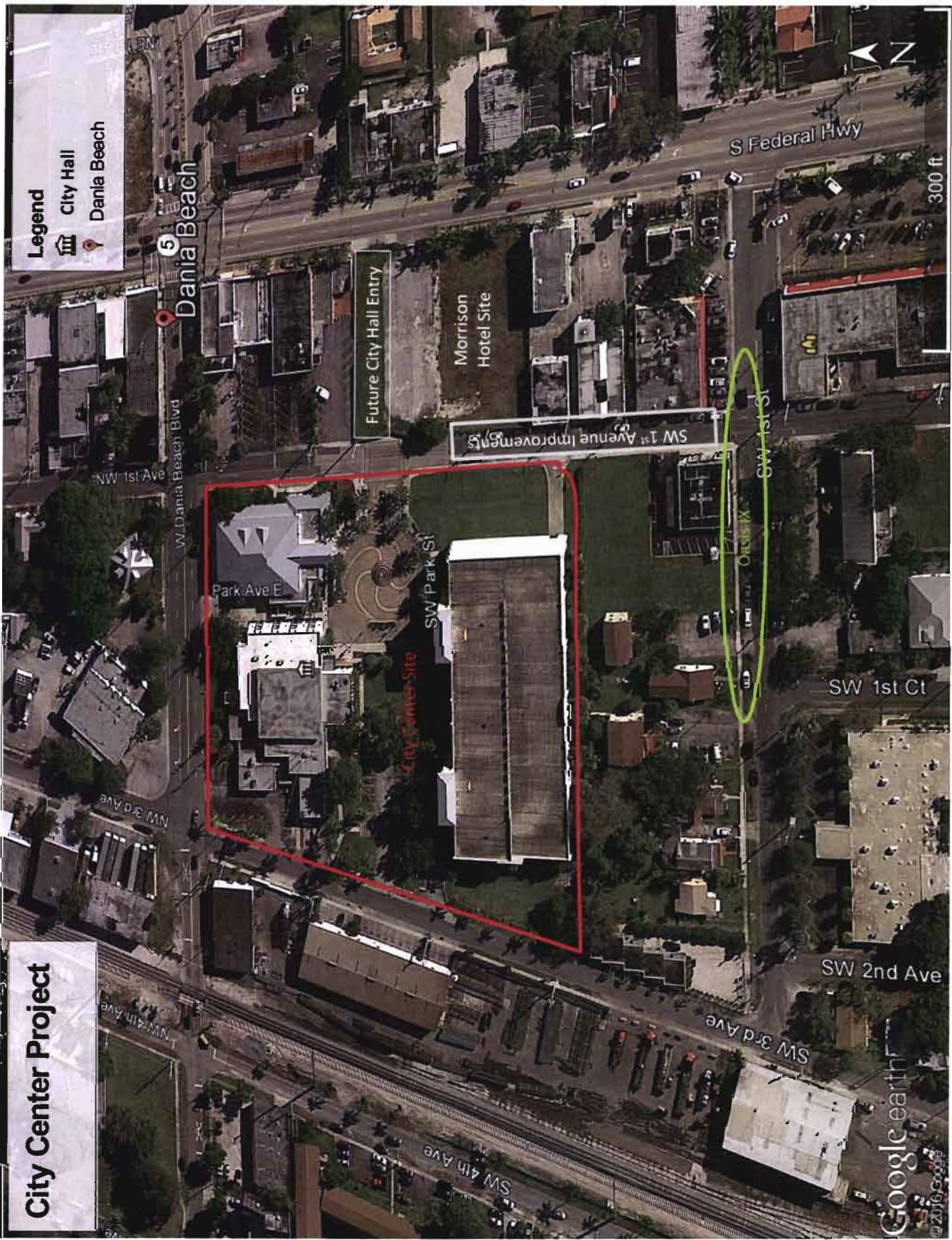
Date



Marco Salvino, Sr., Board Chair
Dania Beach CRA

4-26-16

Date



Legend

- City Hall
- Dania Beach

City Center Project



REINVENTING YOUR CITY

March 7, 2017

WORK AUTHORIZATION

Dania Beach CRA ("Client")
Attn: The Honorable Tamara James, Chair
100 W. Dania Beach Blvd.
Dania Beach, FL 33004
Contact: 954.924.6800

and

Redevelopment Management Associates, LLC (RMA) ("Consultant")
C/O Kim Briesemeister, Principal
2302 East Atlantic Blvd.
Pompano Beach, FL 33062
Contact: 954.695.0754
Email: kim@rma.us.com

RE: Downtown Master Plan

Dear Chair James:

Redevelopment Management Associates, LLC (RMA) ("Consultant") is pleased to provide this Scope of Services to the Dania Beach Community Redevelopment Agency ("Client") for consulting services related to the project referred to as the Downtown Master Plan.

Background

The CRA has requested assistance in preparing a market analysis for the Downtown area, including the City Center (CC) District and portions of the Neighborhood-Residential and East Dania Beach Boulevard.

Please review the Scope of Services to confirm the tasks meet your expectations.

SCOPE OF SERVICES

Task 1.0 Background Review: Our first step is to understand the goals and objectives of the City for both redevelopment and new development. This process entails careful analysis of the City's prior planning efforts, vision, and other relevant material.

1.1 Identify any missing data or materials necessary for feasibility and market analysis.

1.2 Conduct a site visit and tour.

1.3 One two-hour meeting with City staff to review goals, necessary and missing data, and approach and outcomes.

Meeting Included in Task 1:

- *Client Kick-off Meeting with City Staff*

City's Responsibility:

- Provide existing maps, GIS layers and other related material

Task 2.0 Market Assessment and Situational Analysis

The economic development team conducts a general market assessment to understand the market demand and/or potential for the study areas where development, revitalization, and growth is desired. This analysis will review the real estate and housing markets, consumer supply and demand, and existing conditions. The economic development assessment will evaluate all sectors of the local economy in the study area and surrounding marketplace, including commercial (retail, restaurant, office), industrial, and residential. The assessment will identify the current condition of the local economic drivers, the common business climate themes, and the key opportunities to attract investment to the area. RMA will provide one draft and one set of revisions of the assessment based on staff comments of the Economic Development Assessment.

2.1 Trade Area Review – Identification and review of primary, secondary and tertiary trade areas.

2.2 Analysis of current conditions of the Investment Drivers (Land, Labor, Capital, Markets, Regulation).

2.3 Develop Market Demand and Market Potential Estimates for commercial and residential investment

2.4 Identification of common business climate themes and economic opportunities

Deliverable: Market Assessment

RMA will prepare a market assessment report that will include a market summary and an analysis of opportunities and obstacles to attracting and retaining businesses and residents in the area.

Project Schedule: 12 weeks (not to exceed 32 weeks)

Compensation: The fee for services shall be a lump sum fee, for each task, to be paid monthly based on percentage complete.

Lump sum.....\$8,000

Reimbursable Expenses: RMA will provide all deliverables in Word format and it is assumed no printing or copying will be needed. Costs considered reimbursable include all printed materials or copies of draft materials and reports submitted, if requested by City.

Additional Services: Additional services may include, but are not limited to: additional document revisions not mentioned in the above scope of work; community outreach/planning meetings/workshops, Commission Planning Workshops, one-on-one meetings with stakeholders/developers, P&Z Board members, or City Commission members; and public hearings. Those meetings and any other tasks not listed herein, are not included above and will be billed at the hourly rates per the RMA contract.

Fee Schedule: The fee schedule for hourly services is as follows:

Principal	230.00
Economic Development Director	185.00
Sr. Economic Development Manager	\$165
Economic Development Coordinator	\$115
Economic Development Assistant	\$105

We look forward to working with the City of Dania Beach on this project.

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)
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Discuss Draft Request for Qualifications for Real Estate Developer - Dania Beach City Center Development
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Purchasing Requests ONLY		
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Dept:	Acct #:	Amt:
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Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from: CRA Executive Director Discuss Draft RFQ for City Center, Draft Request for Qualifications for Real Estate Developer - Dania Beach City Center Development

To: Chair, Vice Chair and Board of Commissioners
From: Rachel Bach, Interim Executive Director
Date: May 9, 2017
Re: Discussion: Draft RFQ for Real Estate Developer – Dania Beach City Center Development

Background

One of the primary projects identified in the Dania Beach Community Redevelopment Plan is the redevelopment, of the City owned properties around City Hall utilizing existing facilities and assets to create a mixed use and civic campus through a public/private partnership. This has been an ongoing goal of the DBCRA since 2008, when a Request(s) for Proposals was initially issued and then reissued in 2012 to solicit a private partner for development and construction of the project. Unfortunately, due to changes in market conditions through the last real estate cycle, negotiations for a mutually beneficial Development Agreement were stalled and later discontinued.

As a result, the CRA took an incremental approach to the Master Development of the City Hall site focusing on the public improvements which included facilitation of construction of a new Library, and construction of the Cul-de-sac and Parking Garage. On April 26, 2016 the CRA Board directed staff to proceed with a third solicitation for the City Center (City Hall) site and contracted with RMA, LLC to facilitate the solicitation of a public/private partnership and assist with selection and project negotiations.

Update

Working with the City/CRA Attorney and City Administration the CRA has completed a draft Request for Qualifications (RFQ), which is attached, and is submitting it for CRA Board review and approval. This is a departure from the past two solicitations, Requests for Proposals (RFQ) issued by the CRA, in that the CRA is recommending a two-step process to first pre-qualify and select a Developer(s) based on their experience and financial capacity. Step two would be the development of the overall Development Plan, with the City and CRA, and negotiating final terms of the deal. This process provides the City and CRA with less financial risk and more control and participation in the overall timeline and Development Plan. The following is a summary of the draft Request for Qualifications, the scope and the timeline for the selection process:

Mandatory Minimum Project Requirements (Scope of Work)

1. *New City Hall Facility.* The Project must include replacement of the existing City Hall structure by construction and conveyance to the City of a new City Services building of no less than 29,000 square feet, which may be located on or off of the City Center Site. The new City Services building must accommodate City administrative and public safety uses and a City Commission chambers. The City at its expense will be responsible for FF&E.
2. *Park/Open Space Required.* The Project must include an on-site urban park and/or public plaza component that can be used as a gathering space for community events.
3. *Sustainable Elements.* Green/sustainable elements need to be incorporated into the Project design.

Selection Process and Timeline

Evaluation Committee – The evaluation committee consists of the Assistant City Manager; Community Development Director; and CRA Executive Director. Technical review and advice will be provided for the City’s Finance Department and RMA Consultants.

Evaluation Criteria and Scoring – Below is the evaluation criteria and scoring for the RFQ, the primary items to be evaluated in the selection process will be the qualifications of the Developer. Conceptual plans and timelines are requested, however it is anticipated that the Master Development Plan will actually be developed in conjunction with the City and CRA after a Developer is selected. The CRA Board reserves the right to shortlist more than one Developer and request additional information including more detailed Development proposals in selecting the Developer to enter into negotiations with.

<u>Evaluation Criteria</u>		<u>Max Points</u>
1)	Qualifications and experience of the Developer and the Developer’s proposed team to perform the services outlined in this RFQ	35
2)	Financial stability and capability to develop the City Center Site in accordance with the RFQ requirements, as evidenced by submitted financial records and other information received by the CRA during the evaluation process	35
3)	Experience of proposed Development Team working together on past projects	10
4)	Conceptual Development Plan and Timeline	10
5)	References checks related to comparable development projects completed by Developer	10

Deposit Required – All respondents (Developers) to this solicitation are required to submit a \$25,000 deposit at the time of submittal. Those Developers not selected will have their deposits returned. The deposit submitted by the Developer that is selected may be used by the City/CRA to pay for related legal and consulting fees incurred during the negotiations and contract period.

Timeline and Advertising – Once approved the CRA intends to issue the RFQ the week of May 15 which will be available for download on the CRA website and DemandStar. The CRA, through its consultant RMA will also send direct invitations to bid through its network of development partners; will post on the Florida Redevelopment Association website and other related websites and may take out ads in real estate and/or business trade publications. The following is the proposed timeline for this solicitation.

RFQ Issued	June 18, 2017
Deadline for Questions	July 31, 2017
RFQ Submittal	August 21, 2017, 2:00 p.m.
Evaluation Committee Meets	TBD
RFQ Successful Responders Notified	September 18, 2017
CRA Board/City Commission Consideration	October 9, 2017



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

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

Cone of Silence - **This Solicitation is subject to a “Cone of Silence.”** From the time of advertising of this RFQ and until both the CRA and City Commission approves an award, there is a prohibition on communication by Developers (or anyone on their behalf) with the following individuals regarding this RFP: (i) any member of the CRA Board, (ii) any member of the City Commission, (iii) any member of the Evaluation Committee, which includes Rachel Bach, CRA Director, Colin Donnelly, Assistant City Manager and Marc LaFerrier, Community Development Director, or (iv) any member of the Protest Committee, if and when established.

Fiscal Impact

There is no fiscal impact to this solicitation at this time.

Recommendation

This is for discussion purposes only, no action requested.

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

CITY OF DANIA BEACH, FLORIDA



REQUEST FOR QUALIFICATIONS FOR

REAL ESTATE DEVELOPER – DANIA BEACH CITY CENTER DEVELOPMENT

RFQ NO. _____

RFQ Release Date: May 15, 2017

RFQ Closing Date and Time: June 26, 2017, 2:00 p.m.

RFQ Submission: Dania Beach Community Redevelopment Agency
c/o City of Dania Beach City Clerk's Office
Louise Stilson, CMC, City Clerk
100 W. Dania Beach Boulevard
Dania Beach, FL 33004
954-924-6800
lstilson@daniabeachfl.gov

Submittal packages must be addressed to the above and delivered by the time and date stated in the submittal guidelines. Submittal packages must be received in hard copy as stated in the submittal guidelines, and must be clearly labeled as "City Center Development SOQ." This RFQ is subject to a Cone of Silence as further detailed in this RFQ.

AVAILABILITY OF RFQ DOCUMENTS

A summary of the proposed project ("Project") and developer qualification requirements are included in this Request for Qualifications ("RFQ"). RFQ documents may be obtained from the City website at www.daniabeachfl.gov, through Demandstar at www.demandstar.com, or by contacting Jenae Valentine, Economic Development Coordinator, via email jenae@rma.us.com. Those who obtain copies of this RFQ from sources other than DemandStar or the Economic Development Coordinator risk the potential of not receiving amendments, since their names will not be included on the list of firms participating in the process for this RFQ. Such individuals are solely responsible for those risks.

I. INTRODUCTION AND PURPOSE

The Dania Beach Community Redevelopment Agency and the City of Dania Beach (collectively referred to herein as the "CRA") seeks statements of qualifications from experienced developers (each, a "Developer") interested in the responsibilities and opportunities involved in

the development of a new Mixed Use City Hall Complex on the following parcels: (i) the existing Dania Beach City Hall site, (ii) the adjacent site owned by the City of Dania Beach (the "City"), also known as Parcel 109, which includes the City parking garage; and (iii) possibly the current fire station opposite City Hall.

II. PROJECT SITE

The CRA is seeking development partners to finance, build and operate compatible commercial, residential or office development(s) and municipal offices as part of an overall Dania Beach City Center. The site ("City Center Site") is located at 100 W. Dania Beach Boulevard. The City Center Site boundaries are West Dania Beach Boulevard to the north, SW 1st Avenue to the east, the south boundary of Parcel 109 which contains the City Parking Garage (legally described as Town of Modello B-49 D, Lots 1 thru 9, Block 21) to the south, and SW 3rd Avenue to the west. The City Center Site does not include the Broward County Paul DeMaio Public Library.

The CRA is seeking an experienced developer committed to the revitalization efforts of the City and CRA, to enter into a public/private partnership to develop the City Center Site as a mixed use development to include office, retail and residential uses, including a new City Hall and accessory uses. The existing City Hall Site is 2.27± acres and includes the existing 29,000 square foot City Hall building and 10,000 square foot Public Library. Parcel 109 is 1.65± acres adjacent to City Hall and includes the City parking garage with undeveloped land to the east and west of the garage. City Center - Parcel B site (a.k.a. Parcel B), is north of the City Center site and W. Dania Beach Boulevard and contains 1.96 acres. The property is currently occupied by a City fire station and administration building on the west half of the property and Bob Houston Community Park, which includes the historic Women's Club building and Nyberg-Swanson House (which houses the parks and recreation department and the Chamber of Commerce) on the east half. The west half of Parcel B (containing the fire station) may also be included in a Statement of Qualifications at the option of the Developer, with the understanding that existing facilities would be relocated at no cost to the City. A Developer may add other properties not included in the preceding list in its Statement of Qualifications. The CRA is committed to transforming the general area into an active downtown focusing on the U.S. 1 corridor but also with planned improvements to make SW and NW 1st Avenue a secondary shopping and entertainment street. An aerial map of the Project site is included in **Exhibit A**.

The City Center Site has great potential to become a transit-oriented mixed-use development due to its close proximity to the Florida East Coast ("FEC") railway and to the proposed Tri-Rail Coastal Link commuter rail system and station. In addition, the City Center Site is located less than one mile from Fort Lauderdale-Hollywood International Airport and Port Everglades and is easily accessible from both I-95 and I-595. The new mixed-use "City Center" will include retail, office and residential uses, and should incorporate the City parking garage structure that was constructed and completed in 2011. The garage currently consists of 440 parking spaces on four floors with 250 of the spaces dedicated for use by City Hall and the Public Library. An additional 86 spaces in the parking garage are reserved for future use by the proposed Morrison Hotel, which is being built east of the parking garage, on the east side of SW 1st Avenue. There is an opportunity to add an additional two floors of parking to the existing parking garage.

A. Survey and Utilities

Print and electronic copies of the survey and utilities plans, including water, sewer and drainage improvements for the City Center Site are available upon request. Certain drainage improvements were constructed as part of the City parking garage to accommodate additional stormwater capacity; however, these improvements may need to be modified to include additional capacity based on the scope of the development. The City of Dania Beach provides water and stormwater service to the City Center Site. Sewer service is provided by the City of Hollywood. There is sufficient water and sewer capacity to service the Project.

III. PROJECT GOALS / DEVELOPMENT CONSIDERATIONS

Mandatory Minimum Project Requirements

1. *New City Hall Facility.* The Project must include replacement of the existing City Hall structure by construction and conveyance to the City of a new City Services building of no less than 29,000 square feet, which may be located on or off of the City Center Site. The new City Services building must accommodate City administrative and public safety uses and a City Commission chambers. The City at its expense will be responsible for Furniture, Fixtures & Equipment (FF&E).
2. *Park/Open Space Required.* The Project must include an on-site urban park and/or public plaza component that can be used as a gathering space for community events.
3. *Sustainable Elements.* Green/sustainable elements need to be incorporated into the Project design. Examples of Green sustainable elements include the following:
 - Provide pervious areas to the site open space through planting beds, pervious pavers, and other innovative drainage systems. Use of dry or wet retention is not encouraged or may not be permitted;
 - Use of native drought resistant shrubs and trees as recommended by the University of Florida "Friendly Landscape" program;
 - Use of shared parking such as zip cars, car-pooling, walk-to-work programs (hotels and casinos in area), and promotion of local bus transit to local employers such as Dania Pointe;
 - Roof run-off diverted to planter boxes, cisterns or bio-retention areas;
 - Solar panels to provide electricity to the common exterior and interior common areas;
 - Use of photovoltaic energy production, particularly to meet the energy demands for common area lighting;
 - Solar heating for pool water or customer water;
 - Solar outdoor lighting;
 - Light reflecting roof, white in color, including use of metal standing seam;
 - Roof insulation, R30 or greater; Energy star rated roofing;
 - Single pane impact glazing with an energy factor of 1.05;
 - Tightly sealed interior spaces to reduce leakage of cold air to the exterior; all penetrations properly sealed;
 - Weather stripped windows and doors;
 - Energy efficient HVAC, SEER of 15.5 or greater;

- Programmable thermostats;
- Exterior lighting with LED bulbs and automatic timers;
- Interior public or common area spaces with LED bulbs;
- Interior rentable spaces with LED or fluorescent fixtures;
- Electric vehicle charging stations;
- Energy star rated appliances;
- Energy star rated impact windows;
- High R value in exterior walls which would produce savings in HVAC operating costs;
- Low flow plumbing fixtures, including shower heads;
- Water heater shall be Energy Star high efficiency;
- Public open space in project area;
- Jitney access to Dania Beach's public beaches;
- Public art;
- Bicycle shelters in building and/or garage; and,
- Other innovative green ideas suggested by Developer.

Other Considerations

- A. The Public Library contains approximately 10,000 square feet and is located in the northeast corner of the City Center Site. The library will remain in its present location and is not part of the Project, except as an amenity for the Project. The Project should include access to the library.
- B. The City Center Site should function as a mixed-use civic center. The Project should include passive public open spaces as well as an internal access system for pedestrians and vehicles.
- C. The current zoning category for the City Center Site is CC (City Center).
- D. Mixed-use types and square footages are to be included with the Developer's plans.
- E. A survey of the City Center Site is attached as **Exhibit B**. As shown on the attached survey, Area "A" is City Hall; Area "B" is the Public Library (which is not part of this solicitation); Areas "C" and "E" are adjacent outparcels which adjoin Area "D", the existing Parking Garage. The entire City Center Site is 4.5-acres. The portions of the City Center Site that are available for redevelopment include the Areas marked "A", "C" and "E" on the survey. Just south of the City Center Site and within the same block are privately owned parcels that the CRA/City encourages Developers to include in their proposed master development plan. If a Developer wishes to receive an electronic copy of the survey or other plans for the Project area, email Jenae Valentine, Economic Development Coordinator, at jenae@rma.us.com.
- F. Developers are encouraged to propose a redevelopment project that assembles and incorporates adjacent parcels not owned by the City.
- G. The City may be agreeable to leasing the City-owned land (Areas A, C, D, and E on the survey) for development for a specified period of time to be negotiated with the successful Developer. If the City decides to move forward with a Project that includes a lease of the specified City-owned land, the terms, rights and obligations of a lease of these areas would be included in a development agreement between the City and the successful Developer.

- H. There are currently 104 parking spaces available in the City parking garage to meet specific parking requirements for any new development. Additional parking requirements may be offset by one or more of the following: (i) the City's payment in lieu of parking program, (ii) construction of on-street parking, (iii) incorporation of additional parking into the overall development; or (iv) adding additional parking to the City parking garage, which is structurally designed to include two additional floors of parking.

IV. PROJECT AREA AND DESIGN CONSIDERATIONS

A. Traffic and Transportation

The City Center Site is located less than one block from US 1 and directly adjacent to West Dania Beach Boulevard. US 1 is the primary route for local traffic south in Broward County. Average daily traffic counts on US 1 at Dania Beach Boulevard are 42,000. Average daily traffic counts on East Dania Beach Boulevard are 20,000. There are future plans to extend West Dania Beach Boulevard to Bryan Road, which would provide direct access from the City Center Site to the proposed Dania Pointe project, which will include approximately one million square feet of retail, office, hotel, and residential development.

The City and CRA are also investing in substantial "Complete Streets" improvements and in the downtown core, improving parking, sidewalks and landscaping, specifically along NW and SW 1st Avenue to make it a more desirable pedestrian street, and to encourage additional development. Other capital projects in the pipeline include water and sewer capacity upgrades.

Finally, as plans move forward for the Tri-Rail Coastal Link, which will provide commuter rail service along the FEC railway from West Palm Beach to Miami, the City and the South Florida Regional Transportation Authority have identified a site for a local station, less than 100 feet from the City Center Site. There are also proposals to extend Fort Lauderdale's Wave Streetcar to Fort Lauderdale International Airport, which could be linked to Dania Beach's local bus service or a South Broward extension of the first phase of the Tri-Rail Coastal link, to Downtown Miami. Currently the City runs a local bus service connecting residents to local stores and the beach. Adjacent to the City Center Site is a bus stop serviced by both the local bus services and Broward County Transit.

B. Land Use and Zoning

As of 2010, the entire community redevelopment area (1,349 acres), including the City Center Site, was reclassified to a Regional Activity Center ("RAC") land use category to provide for more flexibility within the community redevelopment area. The City Center Site is also zoned City Center within the RAC. The City Center zoning category is bounded by Stirling Road to the south, Old Griffin Road to the north, the FEC railway to the west, and NE/SE 1st Avenue and 1st Court to the east. The intent of this zoning category and development within is...

"To establish a mixed-use downtown with transit supportive densities and intensities where citizens can work, live, and shop in the economic, governmental, entertainment and cultural focal point of Dania Beach. This district is designed to encourage accessible, active, pedestrian-oriented areas within walking distance of a

prospective transit station on the FEC railway.”

The City Center Site is within the “City Center Core,” which is more specifically located between NE and NW 1st Avenues and between SE and SW 1st Streets and NE and NW 1st Streets. The core is the planned retail, government and downtown of Dania Beach. Development standards within the City Center Core include:

- Mixed-use buildings with ground-floor retail, entertainment, and/or office uses required;
- 7 stories by right, up to 14 stories; 150 feet with incentives;
- 50 du/ac by right, up to 150 du/ac with incentives;
- FAR 8.0

There are several projects under development within the RAC and within close proximity to the City Center Site, which include hotel, residential and mixed use. **Exhibit C** is a map of the development projects currently underway in the City of Dania Beach

C. Existing Conditions

Population and Household Characteristics

The ESRI data for 2015 shows that there are 30,815 people living in the City of Dania Beach. Of that number, 9,048 or 30%, reside within the community redevelopment area. Within the expanded market area of the community redevelopment area, approximately 20,800 people live within a five-minute drive from the core of the central business district of the community redevelopment area and another 124,000 live within a ten-minute drive. The median age for residents within the community redevelopment area is 39.3 years, which is lower than the citywide median age of 41.9. Average household income within the City of Dania Beach is \$37,436.

A full ESRI report of demographics and traffic information is located in **Exhibit D** of this RFQ.

V. ENVIRONMENTAL STUDY

A Phase I Environmental Site Assessment of Parcel 109 has been performed in conformance with the scope and limits of ASTM E-1527-05 Standard Practices. This assessment revealed no evidence of recognized environmental conditions in connection with Parcel 109 (parking garage). An electronic copy of the study is available upon request by email to Jenae Valentine at jenae@rma.us.com.

VI. INSTRUCTIONS TO RESPOND AND PROPOSE

Each Developer must submit a written Statement of Qualifications (“Statement of Qualifications”) containing the following information clearly marked on the face of the envelope:

- A. Developer’s name, return address, email address and telephone number;

- B. Title of the RFQ;
- C. RFQ number; and
- D. The RFQ Closing Date and Time.

Failure to include this information may result in a Statement of Qualifications being deemed "Non-Responsive."

VII. SUBMITTAL

All Statements of Qualifications must be submitted on 8 ½" by 11" paper, neatly typed on one side only, with normal margins of one (1) inch on all sides. The original document package must not be bound, although the document package copies should be individually bound. An unbound one-sided original and five bound copies **(a total of six copies) and one digital format** of the complete Statement of Qualifications must be received by the deadline for receipt of Statements of Qualifications specified in this RFQ.

THE RESPONSIBILITY FOR OBTAINING AND SUBMITTING A STATEMENT OF QUALIFICATIONS TO THE CITY CLERK'S OFFICE ON OR BEFORE THE STATED TIME AND DATE IS SOLELY AND STRICTLY THE RESPONSIBILITY OF THE DEVELOPER. THE CRA IS NOT RESPONSIBLE FOR DELAYS CAUSED BY THE USE OF U.S. MAIL OR ANY OTHER MAIL, PACKAGE OR COURIER SERVICE OR FOR DELAYS CAUSED BY ANY OTHER OCCURRENCE. ANY STATEMENT OF QUALIFICATIONS RECEIVED AFTER THE DATE AND TIME STATED IN THIS REQUEST FOR QUALIFICATIONS WILL NOT BE OPENED AND WILL NOT BE CONSIDERED. TELEGRAPHIC OR FACSIMILE OFFERS WILL NOT BE CONSIDERED.

All Statements of Qualifications must be signed by an authorized officer of the Developer. The officer signing the Statement of Qualifications must be legally authorized to enter into a contractual relationship in the name of the Developer. By submitting a Statement of Qualifications, Developer agrees to be subject to all terms and conditions specified herein. No exception to the terms and conditions shall be allowed. Submittal of a response to this RFQ constitutes a binding offer by the Developer.

Each Statement of Qualifications shall include the following sections:

Section 1: Company Profile and Background Information

A. Firm information - Please include:

1. Firm name, address, telephone and email
2. Ownership/organization structure
3. Parent company (if applicable)
4. Officers and principals
5. Description of key personnel; including: principal in charge, project manager and all other key personnel who will be assigned to the Project.

B. Provide an organization chart and development team structure identifying all

individuals and entities who Developer is proposing to participate in the proposed Project.

- C. If the Developer intends to create a special single purpose entity to develop the property, the Developer must state its intention together with the proposed name of the entity.

Section 2: Qualifications, Experience and Comparable Projects

- A. Include a list of previously developed projects with summary descriptions. Provide a detailed description of comparable projects (similar in scope of services to those requested in this RFQ) which the Developer is either performing or has completed within the last ten (10) years. Describe the Developer's qualifications and experience in the development of projects comparable to the Project, which description should include the following information for each such comparable project:
 - 1. The client name, address, telephone number and the name of the contact person;
 - 2. A description of the scope of services provided for such project;
 - 3. The contract period and duration;
 - 4. A statement or notation as to whether the Developer was a master developer, prime contractor or subcontractor, subconsultant or supplier;
 - 5. The result of the project (or current status);
 - 6. Financing sources and structure for the project (including any cash, land or infrastructure incentives included in the project); and
 - 7. Demonstrated involvement of key individuals on the Developers proposed development team for the Project and their role in previous projects that show relevant experience and experience of proposed contractors and subcontractors working together.
- B. List all contracts the Developer has performed for the City or the CRA.
- C. Felony Indictments/Convictions: provide a statement relative to whether any owners, officers, partners, or key personnel of the Proposer, or Proposer's subsidiaries, or parent company have ever been indicted for, or convicted of, a felony.
- D. Litigation History: list any litigation matter in the past five (5) years involving any projects or key personnel. Developer shall not be involved in current/pending or past litigation/arbitration over the last five (5) years, which, in the opinion of the CRA, is likely to have a material negative impact on their ability to execute the Project.

Section 3: Financial Capability

All Developers shall submit information supporting their financial ability to develop the City Center Site in accordance with terms of this RFQ.

- A. The Developer must demonstrate its ability to finance its proposed project by providing the following information to demonstrate Developer's financial capabilities:

- a. Provide samples of previous projects constructed describing the amount of debt and equity raised for covering the project's costs;
 - b. Provide a letter from the Developers CPA, tax accountant, or auditor, stating that funds are available for the Developers equity investment required for the project. If the Developer is a public company, a copy of its K-1 is sufficient;
 - c. Provide current financial statement for review as to whether the Developer has the financial capability of providing equity for the project and has the financial stability to finance and complete the project. It is understood that a single purpose entity may be formed as the owner of the project but the financial statement should be from the entity developing the project, such as the parent company, subsidiary or related company; and
 - d. Provide a soft letter of endorsement from an institutional lender that the lender would be interested in providing the debt financing for the project. The institutional lender may be a state or federally chartered bank, a real estate investment trust, a pension fund, or other substantial lender recognized in the industry.
- B. Identify any additional or unique resources, capabilities or assets which the Developer would bring to this project.
- C. Financial ability of Developer to lease the City Center Site and complete the Project. Each Developer shall provide proof that it has readily available funds to invest as equity in the Project. In addition, the Developer must provide an estimate of the private equity required and the estimated request for City and CRA participation in the Project (i.e. land, capital improvements, etc.).
- D. Provide two (2) bank references, including a contact person and telephone number.

Section 4: Conceptual Development Plan and Timeline

Provide the following information with as much detail as possible:

- (i) Schematic site plan and renderings of the proposed Project;
- (ii) Description of the proposed Project including unique features and opportunities;
- (iii) The identification of mix of uses, types of tenants, or any combination of uses
- (iv) Any other ideas or new concepts for the Project.
- (v) Provide an anticipated timeline for initial due diligence, planning and project development and project pro forma and financing strategy. (Include a list of additional information that would be helpful in expediting the due diligence process.)

Section 5: Lease Terms

- A. Lease Terms: Developer should describe the proposed terms for lease of the City Center Site, including any other considerations or aspects that affect the proposed development proforma.

- B. For Developers proposing Projects that include requesting development incentives, including any Project requesting public assistance or the lease of real estate below market value, provide a draft development pro forma to validate the financial feasibility or financial funding gaps of the Project.
- C. Describe the general financial structure of the proposed Project.

Section 6: Other Documentation, Deposit and Required Forms

- A. *Bonding Capacity and History.* Current bonding capacity, performance bonding and completion guarantee capability; source of historical debt financing in the bank or capital markets inclusive of institutional equity. Provide a history of Payment and Performance bond claims made to a surety of Developer, or Developer's proposed General Contractor or any Developer project, past or present.
- B. *Deposit Required.* **The Developer must enclose with the Statement of Qualifications a check in the amount of \$25,000 USD payable to the "City of Dania Beach" as a deposit.** Developers not selected and ranked for possible negotiation will have their deposits returned within 30 days of the ranking. Developers selected and ranked for possible negotiation who are not ultimately selected to negotiate with the CRA shall have their deposits returned within 30 days of governing body approval of the contract award. For those Developers who enter into negotiations with the CRA, the CRA has the right to expend any or all of the Developer's deposit to reimburse the CRA for legal fees and other consulting fees incurred during the negotiation and contracting period.
- C. Public Entity Crimes Sworn Statement (See Appendix)
- D. Non-Collusion Affidavit (See Appendix)

VIII. GENERAL CONDITIONS

- A. The CRA reserves the right to modify or cancel the selection process or schedule at any time. Additionally, the CRA may seek clarification or additional information from the Developer, including but not limited to evidence of the Developer's financial status as deemed necessary for the evaluation of the response. The CRA shall not be liable for any costs incurred by Developers in response to this RFQ. The Developer is urged to review records and conduct such investigations as it deems appropriate in order for it to make a fully informed and complete response to this RFQ.
- B. Any Developer that has previously operated a business under another name must include a description of the previous business. Failure to include such information will be deemed to be an intentional misrepresentation to the CRA, and will render the Statement of Qualifications non-responsive.
- C. The CRA reserves the right to conduct investigations as it deems necessary to determine the ability of the selected Developer that will perform the work or services as outlined in this

RFQ. Information the CRA deems necessary in order to make a determination shall be provided by the Developer upon request.

- D. All Developers shall carefully examine the RFQ documents. Any ambiguities or inconsistencies shall be brought to the attention of the CRA or its agent in writing prior to the submission deadline. It is the sole responsibility of the Developer to become thoroughly familiar with the requirements of this RFQ and all terms and conditions affecting the performance of this RFQ. By the submission of a Statement of Qualifications, the Developer certifies that a careful review of the RFQ documents has taken place and that the Developer is fully informed and understands the requirements of the RFQ documents and the quality and quantity of service to be performed. Pleas of lack of knowledge by the Developer of conditions that exist, or that may exist, will not be accepted as a basis for varying the requirements of the CRA or the RFQ or the compensation to be paid to the Developer.
- E. The Developer is advised that this RFQ is subject to all applicable City and Broward County ordinances and state and federal statutes, rules, and regulations.

IV. RFQ PROCESS

A. Cone of Silence/Lobbyist Registration

This Solicitation is subject to a “Cone of Silence.” From the time of advertising of this RFQ and until both the CRA and City Commission approves an award, there is a prohibition on communication by Developers (or anyone on their behalf) with the following individuals regarding this RFP: (i) any member of the CRA Board, (ii) any member of the City Commission, (iii) any member of the Evaluation Committee, which includes Rachel Bach, CRA Director, Colin Donnelly, Assistant City Manager and Marc LaFerrier, Community Development Director, or (iv) any member of the Protest Committee, if and when established. This does not apply to oral communications at pre-qualification conferences, oral presentations before evaluation committees, contract negotiations, public presentations made to the CRA Board or City Commission during any duly noticed public meeting, or communications in writing at any time with any CRA or City employee, official, or member of the City Commission regarding matters not concerning this Solicitation. At the time of imposition of the cone of silence, the CRA or designee shall provide public notice of the cone of silence by posting a notice at City Hall. The Cone of Silence shall terminate at the time the Evaluation Committee makes a recommendation to the City Commission at a duly scheduled meeting of the City Commission; provided, however, that if the City Commission refers the recommendation back to the Committee or CRA or City Manager or staff for further review, the Cone of Silence shall be re-imposed until such time as a subsequent recommendation is made at a duly scheduled meeting of the City Commission. Failure to comply with these provisions may render a Statement of Qualifications non-responsive and may result in other penalties as provided by law.

All lobbyists shall register with the City prior to engaging in any lobbying. The details of the City's Lobbyist Registration requirements are set forth in Chapter 2, Article XI of the City Code.

B. Interpretations and Inquiries/Addenda

1) Any Requests for additional information, explanation, clarification or interpretation must be submitted in writing through Demandstar or to Jenae Valentine, Economic Development Coordinator, via email at jenae@rma.us.com. The request shall contain the requester's name, address, email address and telephone number. A request must be received no later than 10 working days prior to the RFQ deadline. Any request received after the deadline will not be reviewed for inclusion in this RFQ.

2) The CRA will issue a response to any inquiry if it deems it necessary, by written addendum or addenda to this RFQ, issued no later than five days prior to the RFQ deadline. The Developer shall not rely on any representation, statement or explanation other than those made in this RFQ document or in any addenda issued by the CRA. Where there appears to be a conflict between this RFQ and any addenda issued, the last addendum issued shall prevail.

3) Any addenda to this RFQ will be posted on Demandstar and the City's website. It is the Developer's responsibility to ensure that it receives any addenda. It is the Developer's further responsibility to verify with the CRA Economic Development Coordinator, prior to submitting a Statement of Qualifications, that each addendum has been received by the Developer.

C. Modification or Withdrawal of a Statement of Qualifications

1) Modification of a Statement of Qualifications: A Statement of Qualifications shall not be modified or corrected after it has been delivered to the CRA. Any modification or correction of a Statement of Qualifications after it has been delivered to the CRA shall not be considered by the CRA.

2) Withdrawal of a Statement of Qualifications: A Statement of Qualifications may be withdrawn by the Developer only by written communication delivered to the City Clerk's Office prior to the RFQ deadline. A Statement of Qualifications may also be withdrawn at least 180 calendar days after the RFQ deadline by submitting a letter to the City Clerk at the address identified in this RFQ. The withdrawal letter must be on the Developer's letterhead and signed by an authorized agent of the Developer.

D. Solicitation, Postponement or Cancellation

The CRA may, at its sole and absolute discretion, reject any or all Statements of Qualifications, or parts of any or all Statement of Qualifications, re-advertise this RFQ, or postpone or cancel this RFQ process at any time. The CRA retains the right to waive any informalities or irregularities in this RFQ or in the Statements of Qualifications received as a result of this RFQ.

E. Cost of Statement of Qualifications

Each Developer will be responsible for all expenses incurred by the Developer in the preparation and submission of its Statement of Qualifications to the CRA, and for any work performed in connection with its Statement of Qualifications. No payment shall be made by the CRA for any responses received in response to this RFQ, nor for any other effort required of or made by any Developer.

F. Oral Presentations

The CRA may require a Developer to make an oral presentation in support of its Statement of Qualifications, or to exhibit or otherwise demonstrate the information contained in it. This presentation or demonstration may be required to be presented before the Dania Beach Community Redevelopment Board, the Dania Beach City Commission, or both. If required, Developers will be notified in writing prior to the date of such presentation(s).

G. Proprietary/Confidential Information

Each Developer is notified that all information submitted as part of or in support of a Statement of Qualifications will be available for public inspection after opening of the Statement of Qualifications, in compliance with Chapter 119, Florida Statutes, known as the "Public Records Law". A Developer must claim the applicable exemptions to disclosure provided by law in its response to the RFQ by identifying materials to be protected, and must state the reasons why such exclusion from public disclosure is necessary and legally authorized. The CRA reserves the right to make all final determinations of the applicability of the Florida Public Records Law.

All Statement of Qualifications submitted in response to this RFQ becomes the property of the CRA. Unless the information submitted is proprietary, has copyright protection, is trademarked, or patented, the CRA reserves the right to utilize any or all information, ideas, concepts, or portions of any Statement of Qualifications, as deemed to be in its best interest. Acceptance or rejection of any Statement of Qualifications shall not nullify the CRA's rights to such use.

H. Evaluation Committee

Statements of Qualifications received in response to this RFQ will be evaluated by an Evaluation Committee (the "Committee") comprised of the following individuals: Rachel Bach, CRA Director, Colin Donnelly, Assistant City Manager and Marc LaFerrier, Community Development Director. The Committee shall examine the documentation submitted in the Statements of Qualifications to determine the responsiveness of each Developer and for compliance with the required minimum qualifications. Failure to provide the required information will disqualify any such Statement of Qualifications as non-responsive and such Statement of Qualifications will not be considered. The Committee will disqualify any Contractor that makes exaggerated or false statements. The evaluation of Statements of Qualifications and the determination of conformity and acceptability shall be the sole responsibility of the Committee. Such determination shall be based on information furnished by the Developer, as well as other information reasonably available to the

Committee or CRA.

The Committee may make such investigations as it deems necessary to determine the ability of the Developer to perform the requested services and the Developer shall furnish the Manager all such information for this purpose as the Manager may request before and during the RFQ period. The Committee reserves the right to make additional inquiries, interview some or all Developers, make site visits, obtain credit reports, or any other action it deems necessary to fairly evaluate all Developers. The Committee may in its sole discretion reject a Developer or qualify a Developer.

I. Evaluation of Statement of Qualifications.

1. Rejection of Statement of Qualifications.

- a. The CRA may reject any Statement of Qualifications as nonresponsive if the Developer does not provide a complete submittal, or attempts to modify any of the terms and conditions in this RFQ.

2. Demonstration of Competency

- a. A Statement of Qualifications will only be considered from a Developer who is regularly engaged in the business of providing the goods and services required in this RFQ. The Developer must be able to demonstrate a good record of performance and have sufficient financial resources, equipment and organization to ensure that it can satisfactorily provide the goods and services contemplated by the Statement of Qualifications. A Developer that fails to adequately show the qualifications and experience necessary for this Project shall be deemed non-responsible and will not be considered.
- b. The CRA may conduct a pre-award qualification hearing to determine if the Developer possesses the requirements specified in the above paragraph, and is capable of performing the requirements of this RFQ. The CRA may consider any evidence available regarding the financial, technical or other qualifications and abilities of the Developer, including past performance or prior experience with the CRA or with any other governmental or private entity.

3. Evaluation Criteria and Scoring

The Committee will first evaluate and rank responsive Statements of Qualifications based on the criteria listed below. The criteria are itemized with their respective weights for a maximum total of 100 points. A Developer may receive the maximum points, a portion of this score, or no points at all, as judged by the Committee.

The Committee reserves the right (but is not obligated) to require oral presentations from one or more of the Developers, either before or after the initial ranking, and shall have the option to short-list and re-rank Developers after the receipt of additional information from such presentations, follow-up questions and answers, proposals

submitted by shortlisted Developers in response to a final scope of services and request for proposals issued to the short-listed Developers, reference checks or site visits.

<u>Evaluation Criteria</u>		<u>Maximum Points</u>
1)	Qualifications and experience of the Developer and the Developer's proposed team to perform the services outlined in this RFQ	35
2)	Financial stability and capability to develop the City Center Site in accordance with the RFQ requirements, as evidenced by submitted financial records and other information received by the CRA during the evaluation process	35
3)	Experience of proposed Development Team working together on past projects	10
4)	Conceptual Development Plan and Timeline	10
5)	References checks related to comparable development projects completed by Developer	10

4. Shortlist of Qualified Developers

Depending on the number and quality of Statements of Qualifications submitted, the Committee may short-list Developers. The Committee may interview and rank the short listed Developers. The Committee shall decide whether to shortlist firms, and the number of Developers to be shortlisted based on qualifications of Developers and other considerations such as maintaining competition in the CRA's best interest. The contemplated methodology for award of a development agreement would generally involve competition among the shortlisted Developers for potential award, where more than one qualified proposer is selected.

Notwithstanding the foregoing, the CRA reserves the right, where permitted by law, and determined to be in the best interests of the CRA and the Project, at the CRA's sole discretion, to select the Developer deemed to be most qualified by the Committee or CRA to perform and complete the Project. The CRA may also elect, in its sole discretion, to issue a project solicitation with a requested scope of services to all of the shortlisted Developers, or a grouping of shortlisted Developers.

If the Committee elects to shortlist qualified firms, the CRA may elect to award a contract directly to the short-listed Developer deemed to be the most qualified to perform the requested Services or complete the Project. The CRA reserves the right to consult with all short-listed Developer regarding the following:

- i. Establish priorities and sequence of work to be performed;
- ii. Identity segments of work;
- iii. Identify ideal Project structures and financing arrangements;
- iv. Develop a realistic timeframe; and
- v. Develop a detailed scope of work.

The feedback received from the shortlisted Developers regarding development of timelines and scope of work may be taken into consideration by the CRA before issuance of a final

scope of services and final project award; however, the CRA's decision regarding timelines, Project scope, structure and other issues set forth in the final scope of services will be final.

Based on the final rankings resulting from the process described above, the Committee will make a recommendation to the CRA Board and City Commission for the award of an agreement(s).

5. Negotiations

The CRA may shortlist up to three qualifying Developers with whom to negotiate for the development of the City Center Site. Negotiations may include requests to modify any part of a proposed conceptual design or proposal for the Project. Following negotiations, the successful Developer will be invited to enter into an agreement with the City and the CRA for the development of the City Center Site. The CRA, in its sole discretion, reserves the right to enter into contract negotiations with the highest evaluation scoring, most qualified responsive, responsible Developer and whose proposed conceptual design is most advantageous to the CRA. If the CRA and Developer cannot negotiate a successful contract, the CRA may terminate those negotiations and begin negotiations with the next most qualified responsive, responsible Developer. This process may continue until a contract acceptable to the CRA has been executed or all Statements of Qualifications or Developers are rejected. No Developer shall have any rights against the CRA arising from such negotiations or termination thereof.

To assure full understanding of and responsiveness to the Solicitation requirements and full understanding of qualified Statements of Qualifications and proposed conceptual designs, discussions may be conducted with qualified Developers who submit responses determined to be reasonably acceptable of being selected for award for the purpose of clarification and to assure full understanding of, and responsiveness to, the Solicitation requirements. The Developers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of Project proposals, and such revisions may be permitted through negotiations prior to award for the purpose of obtaining best and final Project proposals.

6. Award

Any award recommendation resulting from this solicitation will be submitted to the CRA Board and City Commission for approval. All qualified Developers who submit Statements of Qualifications will be notified in writing of the award recommendation. Notwithstanding the rights of protest listed below, the decision of whether to shortlist firms prior to award, and which Developers are to be included into the shortlist, and which Developer shall receive the award of an agreement(s), shall be final. The CRA retains the sole discretion to re-solicit for the Services at any time to evaluate the qualification of other firms to provide the goods and services contemplated in this RFQ.

7. Verbal Agreements

No verbal agreement or conversation with any officer, agent, or employee of the CRA, either

before or after execution of a development agreement, shall affect or modify any of the terms or obligations contained in the development agreement or this RFQ. Any such verbal agreement or conversation shall be considered as unofficial information and in no way binding upon the CRA or the Developer.

8. Assignment; Non-Transferability of Statement of Qualifications

Statement of Qualifications shall not be assigned or transferred. A Developer who is, or may be, purchased by or merges with any other entity during any stage of the RFQ process, through to and including the awarding of and execution of a development agreement, is subject to having its Statement of Qualifications disqualified as a result of such transaction in the CRA's sole discretion.

If, at any time during the RFQ process, filings, notices or like documents are submitted to any regulatory agency concerning the potential acquisition of the Developer, or the sale of a controlling interest in the Developer, or merger, or any similar transaction, the Developer shall immediately disclose such information to the CRA. Failure to do so may result in the Statement of Qualifications being disqualified, at the CRA's sole discretion.

9. Familiarity with Laws and Ordinances

The submission of a Statement of Qualifications shall be considered as a representation that the Developer is familiar with all federal, state and local laws; City and CRA ordinances, rules and regulations which affect those engaged or employed in the provision of such services; or equipment used in the provision of such services, or which in any way affects the conduct of the provision of such services; and no claim of misunderstanding will be considered. Lack of knowledge of the Developer shall in no way be a cause for relief from its responsibility, or constitute a cognizable defense against the legal effect of such laws, ordinances, rules and regulations. If the Developer discovers any provisions in the RFQ documents that are contrary to or inconsistent with any law, ordinance, rule or regulation, the Developer shall report it to the CRA in writing without delay.

10. Applicable Law and Venue

The terms, conditions and provisions in this RFQ shall be included and incorporated in the final development agreement between the CRA and the successful Developer. The order of precedence will be the development agreement, the RFQ Documents, the Developer's response and general law. Any and all legal action necessary to interpret or enforce the development agreement will be governed by the laws of Florida. The venue shall be Broward County, Florida.

11. CRA's Exclusive Rights

The CRA reserves the exclusive rights to:

1. Waive any deficiency or irregularity in the selection process;

2. Accept or reject any or all qualifications, statements and RFQ responses in part or in whole;
3. Request additional information as appropriate which may include market studies, economic impact analysis; and,
4. Reject any or all Statement of Qualifications.

By submitting a Statement of Qualifications for services, each Developer acknowledges and agrees that no enforceable agreement arises unless and until the CRA and the Developer fully execute a development agreement with the Developer. The CRA is not obligated to sign the development agreement at any time, and each Developer waives all claims to damages, lost profits, costs, expenses, attorneys' fees and related expenses, if the CRA does not enter into a development agreement.

12. Amendments

The CRA reserves the right to issue addenda to this RFQ. Each Developer shall acknowledge receipt of such addenda in writing. In the event any Developer fails to acknowledge receipt of such addenda, the Statement of Qualifications shall nevertheless be construed as though the addenda had been received and acknowledged, and the submission of the Statement of Qualifications shall constitute acknowledgment of receipt of all addenda, whether or not received by the Developer. It is the responsibility of each Developer to verify that such Developer has received all addenda issued before delivering its Statement of Qualifications to the CRA.

13. Compliance with Federal, State and Local Laws

Each Developer understands that agreements made between private entities and local governments are subject to certain laws and regulations, including, but not limited to, laws pertaining to public records, conflict of interest, and record keeping. Each Developer agrees to comply with and observe all applicable laws, codes, ordinances, rules and regulations as they may be amended from time to time.

14. Contact Person

For any additional information regarding the specifications and requirements in this RFQ, contact Jenae Valentine, Economic Development Coordinator, at 954-695-0754 or jenae@rma.us.com.

15. Timeframe

Sealed Statements of Qualifications must be received by the City Clerk's Office located at 100 West Dania Beach Boulevard, Dania Beach, Florida 33004 no later than 2:00 p.m. on Monday, June 26, 2017, and will be publicly opened at 2:30 p.m. in the Atrium Conference Room at City Hall. The delivered documents must be clearly marked on the outside of the package with the following:

City of Dania Beach
Attn: Louise Stilson, CMC, City Clerk
“RFQ #1_____Real Estate Developer – Dania Beach City Center”
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

Project Timetable (Subject to Change)

RFQ Issued	June 19, 2017
Deadline for Questions	July 31, 2017
RFQ Submittal	August 21, 2017, 2:00 p.m.
Evaluation Committee Meets	TBD
RFQ Successful Responders Notified	September 18, 2017
CRA Board/City Commission Consideration	October 9, 2017

16. Public Entity Crime Statement

In accordance with §287.133 (2) (a) Florida Statutes, a person or affiliate that has been placed on the convicted Contractor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract to a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor or supplier, subcontractor, or consultant under contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in §287.017, Fla. Stat., for CATEGORY TWO (as of this writing \$35,000.00) for a period of 36 months from the date of being placed on the convicted Contractor list. The “Public Entity Crimes” Form is attached in the Appendix, and must be completed, signed and submitted with the Statement of Qualifications.

17. Disqualification of Developers; Non-Collusion Affidavit

More than one Statement of Qualifications from an individual, firm, partnership, corporation or association under the same or different names will not be considered. Reasonable grounds for believing that a Developer is involved in more than one Statement of Qualifications for the same work will be cause for rejection of all Statement of Qualifications in which such Developers are believed to be involved.

The Developer must sign a Non-Collusion Affidavit stating that it has not divulged, discussed or compared its Statement of Qualifications with any other Developer and has not colluded with any other Developer to this RFQ whatsoever. A copy of the Non-Collusion Affidavit is attached in the Appendix to this RFQ, and must be completed, signed and submitted with the Statement of Qualifications.

18. Subcontracting

No subcontracting, including employee leasing, shall be permitted, except with the prior approval of the CRA, which shall be in the CRA’s sole and absolute discretion. Subcontractors must be in good standing with CRA and City. A list of Developer’s proposed subcontractors shall be included in the Statement of Qualifications. If additional

subcontractors are to be used during the term of the development agreement, other than those submitted in the Statement of Qualifications, a list of such subcontractors shall be provided to the CRA prior to their use, subject to the CRA's approval, in the CRA's sole discretion.

19. Protest Procedures

- A. Standing.** Parties that are not actual Developers who submitted a statement of qualifications in response to this RFQ ("Participating Developers"), including, but not limited to, subcontractors, material and labor suppliers, manufacturers and their representatives, shall not have standing to protest or appeal any determination made pursuant to this RFQ.
- B. Protest of Failure to qualify.** Upon notification by the CRA that a Participating Developer is deemed non-responsive and/or non-responsible, the Participating Developer who is deemed non-responsive and/or non-responsible may file a protest with the City Clerk's Office by close of business on the third Business Day after notification (excluding the day of notification) or any right to protest is forfeited. (City Hall hours are as follows: Monday-Friday from 8 a.m. to 5 p.m.)
- C. Protest of Award of Agreement.** After a Notice of Intent to Consider Award of Agreement is posted, a Participating Developer who is aggrieved in connection with the pending award of the Agreement or any element of the process leading to the award of the Agreement may file a protest with the City Clerk's Office by close of business on the third Business Day after posting (excluding the day of posting) or any right to protest is forfeited. A Notice to Consider Rejecting All Proposals is subject to the protest procedure.
- D. Content and Filing.** The protest shall be in writing, shall identify the name and address of the protester, and shall include a factual summary of, and the basis for, the protest. Filing shall be considered complete when the protest and the Protest Bond are received by the Office of City Clerk. The official clock at the City Hall reception desk shall govern.
- E. Protest Bond.** A Participating Developer filing a Protest of Failure to Qualify and/or a Protest of Award of Agreement shall simultaneously provide a Protest Bond to the City in the amount of \$10,000 for each protest. If the protest is decided in the protester's favor, the entire Protest Bond shall be returned to the protester. If the protest is not decided in the protester's favor, the Protest Bond shall be forfeited to the City. The Protest Bond shall be in the form of a cashier's check.
- F. Protest Committee.** The Protest Committee shall review all protests. No member of the City Commission or the Evaluation Committee shall serve on the Protest Committee. The City Attorney or designee shall serve as counsel to the Committee. The meeting of the Protest Committee shall be open to the public and all of the Participating Developers shall be notified of the date, time and place of the meeting. If the Protest Committee determines that the protest has merit, the City Manager shall direct that all appropriate steps be taken. If the Protest Committee denies the protest, the protester may appeal to the City Commission. All Participating

Developers shall be notified of the determination of the Protest Committee. The Protest Committee shall terminate upon the award of the Agreement, or such other time as determined by City Commission.

- G. Stay of Award of Agreement or Solicitation Process.** In the event of a timely protest, the City Manager shall stay the award of the Agreement or the solicitation process unless the City Manager determines that the award of the Agreement without delay or the continuation of the solicitation process is necessary to protect any substantial interest of the CRA or City. The continuation of the solicitation process or award under these circumstances shall not preempt or otherwise affect the protest.
- H. Appeals to City Commission.** Any Participating Developer who is aggrieved by a determination of the Protest Committee may appeal the determination to the City Commission by filing an appeal with the Office of the City Clerk by close of business on the third Business Day after the protester has been notified (excluding the day of notification) of the determination by the Protest Committee. The appeal shall be in writing and shall include a factual summary of, and the basis for, the appeal. Filing of an appeal shall be considered complete when the appeal is received by the Office of the City Clerk.
- I. Failure to File Protest.** A Participating Developer that does not formally protest or appeal in accordance with this Section shall not have standing.

[END OF SECTION]

**EXHIBIT A
AERIAL VIEW OF SITE**



EXHIBIT B PROJECT SITE and SURVEY

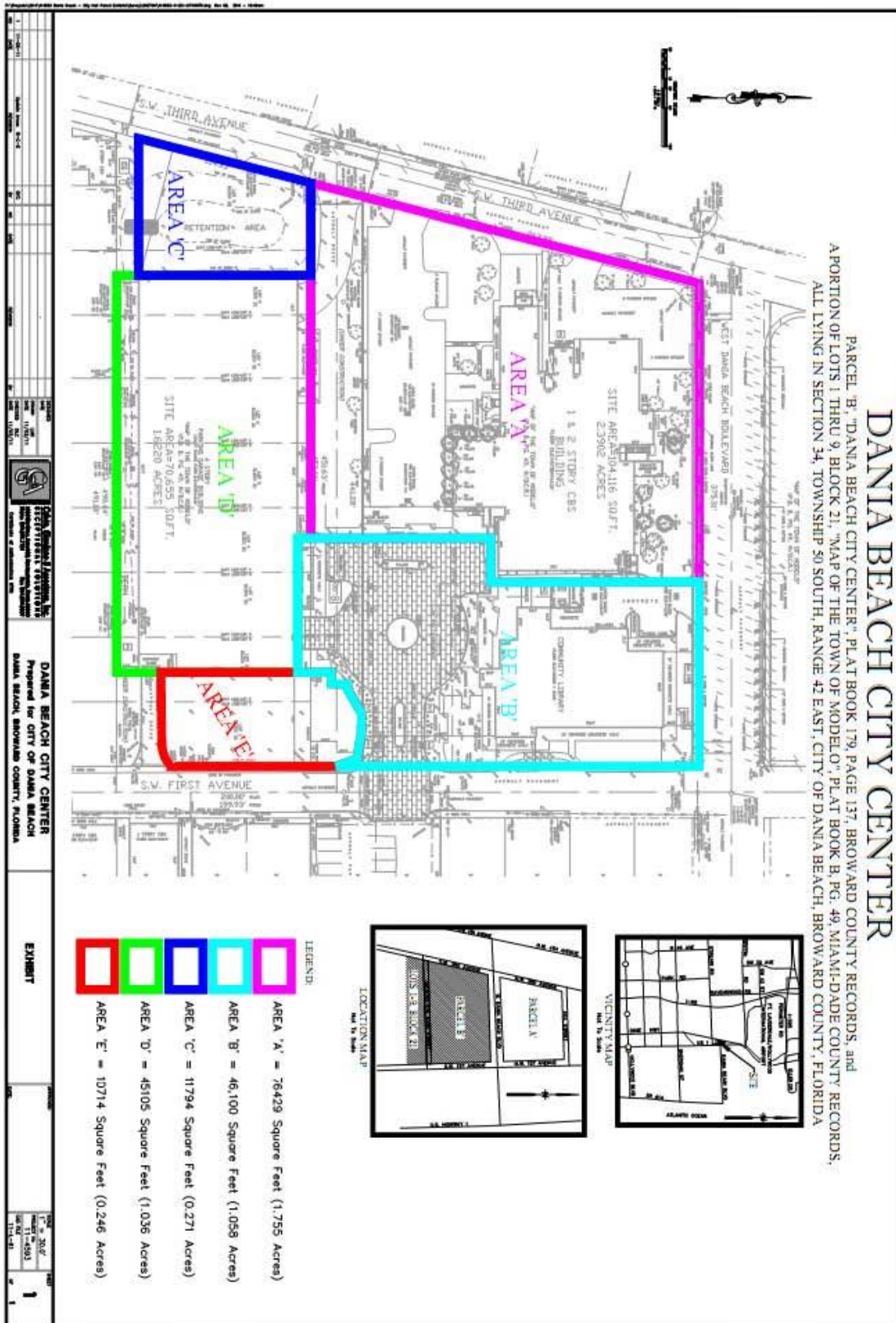
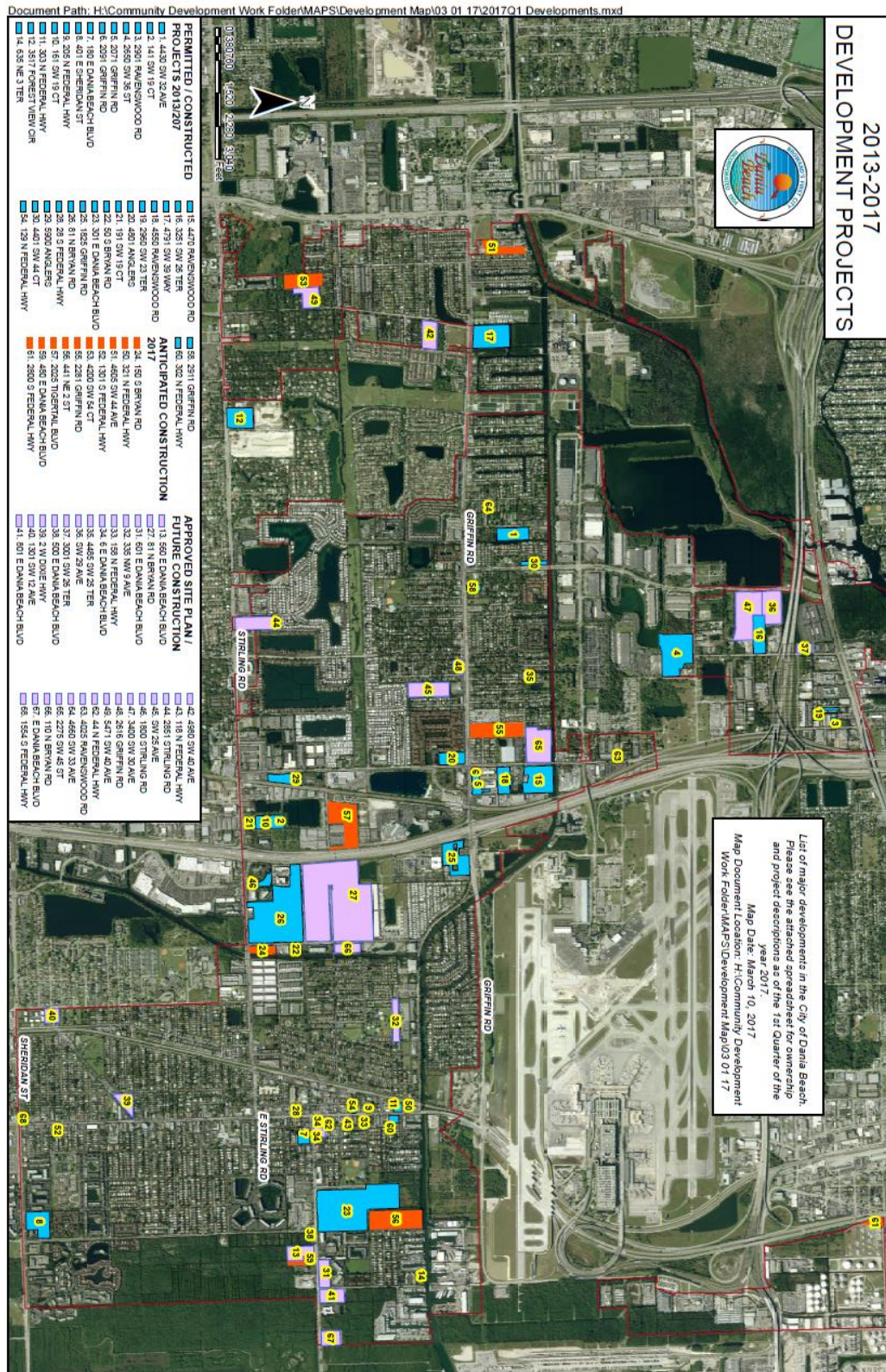


EXHIBIT C DEVELOPMENT MAP



**2013 - 2017
DEVELOPMENT PROJECTS
Updated March 2017**

PERMITTED/CONSTRUCTED PROJECTS 2013/2018

Map ID	PROPERTY OWNER	ADDRESS	USE	PROJECT NAME	DEVELOPMENT
1	ROCKLYN HOMES	4430 SW 32 AVE	MULTI FAMILY	AQUA BELLA	55 DU
2	D2HM INVESTMENTS LLC	141 SW 19 CT	HOTEL	CAMBRIA SUITES	120 Rooms
3	KRIPS FAMILY HOLDINGS INC	2901 RAVENSWOOD RD	WAREHOUSE	RAVENSWOOD WAREHOUSE	7,000 SF
4	MSG PORT 95 LLC	2650 SW 36 ST	WAREHOUSE	BRIDGE PORT 95	240,560 SF
5	GRIFFIN ROAD THREE, LLC	2071 GRIFFIN ROAD	RESTAURANT	WENDY'S RESTAURANT	3,400 SF
6	SDS DEVELOPMENT AND TRUST LLC	2091 GRIFFIN RD	COMMERCIAL	DUNKIN DONUTS	1,400 SF
7	VILLAGE AT DANIA BEACH LLC	180 E DANIA BEACH BLVD	MULTI-FAMILY	DANIA PLACE	144 DU
8	DORM SHERIDAN SQUARE LLC	401 E SHERIDAN ST	COMMERCIAL	WALMART	41,510 SF
9	LUCKEYS MOTEL INC	205 N FEDERAL HWY	HOTEL	HOLIDAY INN	75 Rooms
10	DANIA BEACH MANAGEMENT INC	161 SW 19 CT	HOTEL	HOME 2 SUITES	130 Rooms
11	HOLOCAUST DOCUMENTATION CENTER	303 N FEDERAL HWY	MUSEUM	HOLOCAUST	26,231 SF
12	FOREST VIEW ESTATES, LLC	SW 35 AVE & FOREST VIEW CIRCLE	SINGLE-FAMILY HOMES	FOREST VIEW ESTATES	31 DU
14	AMERICAN MARITIME OFFICERS	635 NE 3 TER	MARINA	AMO	2789 SF
15	CLMIA LLC	4470 RAVENSWOOD RD	MARINA	ANGLERS AVE MARINA	7,200 SF
16	26 TERRACE LLC	3251 SW 26 TER	WAREHOUSE	SOUTHERN WASTE SYSTEM	4058 SF
17	AQUA ISLES	4791 SW 39 WAY	MULTI-FAMILY	AQUA ISLE	127 DU
18	INTERMARINE INC	4550 RAVENSWOOD RD	MARINA	INTERMARINE	13,200 SF
19	GREEN OAKS LLC	2980 SW 23 TER	WAREHOUSE	JODY - WAREHOUSE	15,000 SF
20	SUNBELT-RDF LLC	4801 RAVENSWOOD RD	HOTEL	RESIDENCE INN	156 Rooms
21	TANJALI INVESTMENTS LLC	191 SW 19 CT	HOTEL	COMFORT INN	100 Rooms
22	NV MARINA HOLDINGS LLC	50 S BRYAN RD	MARINA	NAUTICAL VENTURES	13,000 SF
23	DANIA ENTERTAINMENT CENTER LLC	301 E DANIA BEACH BLVD	CASINO	DANIA JAH-ALIA	
26	DANIA LIVE 1748 LLC	181 BRYAN ROAD	MIXED USE	DANIA POINTE (Phase I)	356,416 SF
28	N & S PROPERTIES LLC	28 S FEDERAL HWY	HOTEL	MORRISON	148 Rooms
29	STEPHENS BROWARD PROPERTIES LLC	5900 ANGLERS AVE	INDUSTRIAL	STEPHENS DISTRIBUTION	14,000 SF
30	POTVIN, CAROL	4401 SW 30 WAY	SINGLE-FAMILY HOMES	POTVIN RESIDENTIAL PROJECT	6 DU
54	DANIA BEACH HOSPITALITY	129 N FEDERAL HWY	HOTEL	WYNDHAM GARDEN	142 Rooms
60	MIRANJALI LLC	302 N FEDERAL HWY	HOTEL	COMFORT SUITES DOWNTOWN DANIA	105 Rooms
58	GRIFFIN ROAD FD LLC	2911 GRIFFIN RD	COMMERCIAL	FAMILY DOLLAR	11,000 SF
25	COHEN DANIA BEACH HOTEL	1825 GRIFFIN RD	HOTEL	LE MERIDIEN	250 Rooms
TOTAL:					383 DU 1,228 Rooms 413,728 SF Retail 280,818 SF Industrial 82,420 SF Other

ANTICIPATED CONSTRUCTION 2017

Map ID	PROPERTY OWNER	ADDRESS	USE	PROJECT NAME	DEVELOPMENT
24	PROJECT USA LLC	150 S BRYAN RD	MARINA	STIRLING MARINA AND BOAT SALES	26,000 SF
50	AVS PROPERTY, LLC	321 N FEDERAL HWY	HOTEL	WINGATE INN	108 Rooms
51	GRIFFIN COMMERCIAL CENTER, LLC	4600-4607 SW 44th AVE	INDUSTRIAL	GRIFFIN COMMERCIAL CENTER	95,000 SF
52	DANIA SQUARE INVESTMENTS GROUP	1301 S FEDERAL HWY	WAREHOUSE	THE PALMS	18,200 SF
53	SHERIDAN HOUSE BAPTIST CHURCH	4200 SW 54 COURT	COMMERCIAL RETAIL	SERENITY OAKS	46,700 SF
55	GRIFFIN POINTE PARTNERS LLLP	2281 GRIFFIN RD	REHAB HOUSING	AIRPORT CORPORATE PARK	107,000 SF
56	ARCHDIOCESE OF MIAMI	441 NE 2 ST	COMMERCIAL	MEGA YACHT	3,900 SF
57	GERDAU AMERISTEEL US INC	2025 TIGERTAIL BLVD	MARINA	AMERISTEEL EXPANSION	150,000 SF
59	DANIA BEACH DEVELOPERS LLC	480 E DANIA BEACH BLVD	INDUSTRIAL	PARCO MAR / SAN SOUCI	181 DU
51	DS REALTY INC	2800 S FEDERAL HWY	MULTI FAMILY	LEXINGTON	158 Rooms
TOTAL:					181 DU 288 Rooms 126,200 SF Retail 246,000 SF Industrial 72,700 SF Other

**2013 - 2017
DEVELOPMENT PROJECTS
Updated March 2017**

APPROVED SITE PLAN/FUTURE CONSTRUCTION

Map ID	PROPERTY OWNER	ADDRESS	USE	PROJECT NAME	DEVELOPMENT
13	LAWRENCE TURNER	560 E DANIA BEACH BLVD	MULTI FAMILY	FLORIDA PARK RESIDENCES	230 DU
27	DANIA LIVE 1748 LLC	181 BRYAN ROAD	MIXED USE	DANIA POINTE (Phase II)	1,000 DU/ 350 Rooms/ 977,000
31	CALM PROPERTIES, LLC	601 E DANIA BEACH BLVD	MULTI FAMILY	DANIANS SHOPPING CENTER	360 DU/ 6,900 SF Retail Church SF
32	ST. RUTH'S MISSIONARY BAPTIST CHURCH	355 NW 9TH AVE	CHURCH	ST. RUTH'S BAPTIST CHURCH	Church SF
33	158 DANIA HOTEL	158 N FEDERAL HWY	HOTEL	158 DANIA HOTEL	111 Rooms
34	CTKO DANIA VENTURE LLC	14 NE 1 ST	MIXED USE	THE TRION	286 DU
35	DANIA HOMES LLC	4485 SW 25 TER	SINGLE-FAMILY HOMES	DANIA HOMES	4 DU
36	PANTROPIC POWER INC	SW 29 AVE	INDUSTRIAL	ISGETTE/H-595 BUSINESS CENTER	150,000 SF
37	ALEX NICHOLS	3001 SW 26 TERRACE	WAREHOUSE	RUNWAY LAKES WAREHOUSE	28,500 SF
38	500 DANIA BEACH LLC	500 E DANIA BEACH BLVD	COMMERCIAL	MIAMI JUICE	2,276 SF
39	AMERICAN MARITIME OFFICERS	2 DIXIE HWY	MIXED USE	AMO MEMBERS SERVICES BLDG	31,000 SF
40	1301 VENTURE LLC	1301 SW 12 AVE	MULTI FAMILY	LIBERTY PARK APARTMENTS	57 DU
41	MILE MARKER 55, LLC	801 E DANIA BEACH BLVD	MULTI FAMILY	MILE MARKER 55	352 DU
43	SKYLAND PLAZA, LLC	118 N FEDERAL HWY	MIXED USE	SKYLAND PLAZA	9,500 SF
44	STIRLING ALYA, LLC	2851 STIRLING ROAD	MULTI FAMILY	STELLAR HOMES	286 DU
45	THB INC	SW 25 AVE	SINGLE-FAMILY	IPPOLITO ISLES	36 DU
46	BK STERLING INVESTMENT LLC	1800 STIRLING RD	COMMERCIAL	BURGER KING	2700 SF
47	MSG MARINA MILE LLC	3400 SW 30 AVE	INDUSTRIAL	MARINA MILE	189,620 SF
48	SDS DEVELOPMENT & TRUST LLC	2616 GRIFFIN RD	COMMERCIAL	KOOSH RETAIL CENTER	13,424 SF
49	BCD DANIA OAKS LLC	5461 SW 40 AVE	RESIDENTIAL	DANIA OAKS	50 DU
62	40-44 NFH LLC	44 N FEDERAL HWY	HOTEL	TRUE	115 Rooms
63	ARG OFFICE LLC	4025 RAVENSWOOD RD	COMMERCIAL	AVIATION RESOURCE GROUP	3,500 SF
64	4660 GRIFFIN LLC	4660 SW 33 AVE	MULTI FAMILY	4660 TOWNHOUSE BLDG	5 DU
65	BANYAN BAY MARINE CENTER LLC	2275 SW 45 ST	MARINA	BANYAN BAY MARINA	SF
66	BROWN, R & PATRICIA/ MIKE LALLY	110 N BRYAN RD	HOTEL	UNKNOWN	N/A SF
67	PARK OCEAN LLC	E DANIA BEACH BLVD	RESIDENTIAL	PAVILLION	200 DU
68	GURU SHAKTI GROUP LLC	1555 FEDERAL HWY	COMMERCIAL	7-ELEVEN	2940 SF
TOTAL:					2,888 DU 678 Rooms 1,048,240 SF Retail 388,120 SF Industrial 0 SF Other
Overall Development:					3,410 DU 2,088 Hotel Rooms 1,687,188 SF Retail 883,738 SF Industrial 136,120 SF Other

EXHIBIT D ESRI DATA



Housing Profile

Dania Beach City Hall 2
Dania Beach City Hall
Drive Time: 5 minute radius

Prepared by Esri
Latitude: 26.05223
Longitude: -80.14516

Population		Households	
2010 Total Population	16,466	2015 Median Household Income	\$37,436
2015 Total Population	16,923	2020 Median Household Income	\$43,502
2020 Total Population	17,806	2015-2020 Annual Rate	3.05%
2015-2020 Annual Rate	1.02%		

Housing Units by Occupancy Status and Tenure	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	9,303	100.0%	9,534	100.0%	9,822	100.0%
Occupied	7,374	79.3%	7,557	79.3%	7,934	80.8%
Owner	3,623	38.9%	3,322	34.8%	3,467	35.3%
Renter	3,751	40.3%	4,235	44.4%	4,467	45.5%
Vacant	1,929	20.7%	1,978	20.7%	1,888	19.2%

Owner Occupied Housing Units by Value	2015		2020	
	Number	Percent	Number	Percent
Total	3,322	100.0%	3,467	100.0%
<\$50,000	113	3.4%	55	1.6%
\$50,000-\$99,999	445	13.4%	230	6.6%
\$100,000-\$149,999	977	29.4%	564	16.3%
\$150,000-\$199,999	655	19.7%	709	20.4%
\$200,000-\$249,999	374	11.3%	580	16.7%
\$250,000-\$299,999	284	8.5%	486	14.0%
\$300,000-\$399,999	280	8.4%	444	12.8%
\$400,000-\$499,999	94	2.8%	187	5.4%
\$500,000-\$749,999	63	1.9%	147	4.2%
\$750,000-\$999,999	14	0.4%	43	1.2%
\$1,000,000+	23	0.7%	22	0.6%
Median Value	\$159,618		\$215,129	
Average Value	\$197,434		\$252,062	



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

Population Summary	
2000 Total Population	27,073
2010 Total Population	29,639
2015 Total Population	30,815
2015 Group Quarters	341
2020 Total Population	32,657
2015-2020 Annual Rate	1.17%
Household Summary	
2000 Households	12,027
2000 Average Household Size	2.22
2010 Households	12,877
2010 Average Household Size	2.28
2015 Households	13,286
2015 Average Household Size	2.29
2020 Households	14,025
2020 Average Household Size	2.30
2015-2020 Annual Rate	1.09%
2010 Families	7,234
2010 Average Family Size	2.92
2015 Families	7,479
2015 Average Family Size	2.95
2020 Families	7,849
2020 Average Family Size	2.97
2015-2020 Annual Rate	0.97%
Housing Unit Summary	
2000 Housing Units	14,490
Owner Occupied Housing Units	50.9%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	17.0%
2010 Housing Units	15,671
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	36.4%
Vacant Housing Units	17.8%
2015 Housing Units	16,175
Owner Occupied Housing Units	41.9%
Renter Occupied Housing Units	40.2%
Vacant Housing Units	17.9%
2020 Housing Units	16,844
Owner Occupied Housing Units	42.3%
Renter Occupied Housing Units	40.9%
Vacant Housing Units	16.7%
Median Household Income	
2015	\$43,731
2020	\$52,153
Median Home Value	
2015	\$168,048
2020	\$214,147
Per Capita Income	
2015	\$24,195
2020	\$27,288
Median Age	
2010	41.1
2015	42.1
2020	42.5

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 11, 2016



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

2015 Households by Income	
Household Income Base	13,286
<\$15,000	16.2%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	2.1%
\$200,000+	1.8%
Average Household Income	\$56,687
2020 Households by Income	
Household Income Base	14,025
<\$15,000	15.0%
\$15,000 - \$24,999	10.6%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	15.5%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	2.6%
\$200,000+	2.1%
Average Household Income	\$64,217
2015 Owner Occupied Housing Units by Value	
Total	6,780
<\$50,000	2.4%
\$50,000 - \$99,999	14.3%
\$100,000 - \$149,999	25.4%
\$150,000 - \$199,999	22.1%
\$200,000 - \$249,999	11.3%
\$250,000 - \$299,999	7.6%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	3.4%
\$500,000 - \$749,999	2.7%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	1.0%
Average Home Value	\$211,914
2020 Owner Occupied Housing Units by Value	
Total	7,132
<\$50,000	1.0%
\$50,000 - \$99,999	6.8%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	23.0%
\$200,000 - \$249,999	17.3%
\$250,000 - \$299,999	12.0%
\$300,000 - \$399,999	12.3%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	4.9%
\$750,000 - \$999,999	1.9%
\$1,000,000 +	1.1%
Average Home Value	\$263,681

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 11, 2016



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

2010 Population by Age	
Total	29,639
0 - 4	5.9%
5 - 9	4.9%
10 - 14	4.8%
15 - 24	11.4%
25 - 34	14.4%
35 - 44	13.8%
45 - 54	16.3%
55 - 64	13.7%
65 - 74	8.3%
75 - 84	4.9%
85 +	1.7%
18 +	81.2%
2015 Population by Age	
Total	30,815
0 - 4	5.6%
5 - 9	5.6%
10 - 14	4.9%
15 - 24	10.7%
25 - 34	13.8%
35 - 44	13.5%
45 - 54	14.2%
55 - 64	14.9%
65 - 74	10.2%
75 - 84	4.8%
85 +	1.9%
18 +	81.1%
2020 Population by Age	
Total	32,655
0 - 4	5.6%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	10.2%
25 - 34	13.6%
35 - 44	12.9%
45 - 54	12.8%
55 - 64	14.8%
65 - 74	11.5%
75 - 84	5.8%
85 +	2.0%
18 +	80.7%
2010 Population by Sex	
Males	14,615
Females	15,024
2015 Population by Sex	
Males	15,204
Females	15,611
2020 Population by Sex	
Males	16,058
Females	16,597

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 11, 2016



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

2010 Population by Race/Ethnicity	
Total	29,639
White Alone	69.6%
Black Alone	21.8%
American Indian Alone	0.3%
Asian Alone	2.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.5%
Two or More Races	2.6%
Hispanic Origin	22.4%
Diversity Index	65.3
2015 Population by Race/Ethnicity	
Total	30,815
White Alone	67.0%
Black Alone	23.4%
American Indian Alone	0.4%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.0%
Two or More Races	2.9%
Hispanic Origin	26.1%
Diversity Index	69.0
2020 Population by Race/Ethnicity	
Total	32,656
White Alone	64.2%
Black Alone	25.1%
American Indian Alone	0.4%
Asian Alone	2.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	4.5%
Two or More Races	3.2%
Hispanic Origin	30.3%
Diversity Index	72.5
2010 Population by Relationship and Household Type	
Total	29,639
In Households	98.9%
In Family Households	74.3%
Householder	24.4%
Spouse	15.1%
Child	26.4%
Other relative	5.3%
Nonrelative	3.0%
In Nonfamily Households	24.6%
In Group Quarters	1.1%
Institutionalized Population	1.0%
Noninstitutionalized Population	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 11, 2016



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

2015 Population 25+ by Educational Attainment	
Total	22,558
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	9.1%
High School Graduate	26.6%
GED/Alternative Credential	4.1%
Some College, No Degree	22.7%
Associate Degree	7.8%
Bachelor's Degree	15.6%
Graduate/Professional Degree	9.3%
2015 Population 15+ by Marital Status	
Total	25,844
Never Married	35.3%
Married	41.4%
Widowed	6.0%
Divorced	17.3%
2015 Civilian Population 16+ in Labor Force	
Civilian Employed	90.4%
Civilian Unemployed	9.6%
2015 Employed Population 16+ by Industry	
Total	15,832
Agriculture/Mining	0.0%
Construction	6.6%
Manufacturing	4.3%
Wholesale Trade	4.4%
Retail Trade	11.6%
Transportation/Utilities	7.7%
Information	2.4%
Finance/Insurance/Real Estate	8.4%
Services	50.2%
Public Administration	4.4%
2015 Employed Population 16+ by Occupation	
Total	15,832
White Collar	59.5%
Management/Business/Financial	14.4%
Professional	17.9%
Sales	11.0%
Administrative Support	16.2%
Services	20.1%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	4.8%
Production	3.5%
Transportation/Material Moving	6.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

May 11, 2016



Community Profile

Dania Beach City, FL 9
Geography: Place

Prepared by Esri

2010 Households by Type	
Total	12,877
Households with 1 Person	33.0%
Households with 2+ People	67.0%
Family Households	56.2%
Husband-wife Families	34.7%
With Related Children	12.6%
Other Family (No Spouse Present)	21.5%
Other Family with Male Householder	6.3%
With Related Children	2.9%
Other Family with Female Householder	15.3%
With Related Children	9.4%
Nonfamily Households	10.8%
All Households with Children	25.2%
Multigenerational Households	3.8%
Unmarried Partner Households	9.1%
Male-female	7.8%
Same-sex	1.3%
2010 Households by Size	
Total	12,877
1 Person Household	33.0%
2 Person Household	34.9%
3 Person Household	15.4%
4 Person Household	9.8%
5 Person Household	4.1%
6 Person Household	1.8%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	12,877
Owner Occupied	55.7%
Owned with a Mortgage/Loan	36.4%
Owned Free and Clear	19.3%
Renter Occupied	44.3%

APPENDIX

CITY OF DANIA BEACH, FLORIDA **Sworn Statement Under §287.133(3)(a), Florida Statutes Public Entity Crimes**

(This form must be signed in the presence of a Notary Public or other officer authorized to administer oaths.)

1. This sworn statement is submitted with RFQ No. _____
2. This sworn statement is submitted by: (name of entity submitting sworn statement)

its business address is:

Federal Identification Number (FEIN) is: (if applicable)

Social Security Number: (if the entity has no FEIN, include the Social Security Number of the individual signing this sworn statement)
3. My name is: (print name of individual signing this document) and my relationship to the entity is: (President, General Partner, etc. as applicable)
4. I understand that a "public entity crime" as defined in §287.133(1)(g), Florida Statutes means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.
5. I understand that to be "convicted" or "conviction" as defined in §287.133(1)(b), Florida Statutes, means a finding of guilt and conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, non-jury trial, or entry of a plea of guilty or nolo contendere (also known as a plea of "No Contest").
6. I understand that an "affiliate" as defined in §287.133(1)(a), Florida Statutes means:
 - A. A predecessor or successor of a person or a corporation convicted of a public entity crime; or
 - B. An entity under the control of any natural person who is active in the management of the entity and which has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person

of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima-facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

7. I understand that a "person" as defined in §287.133(1)(e), Florida Statutes, means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.
8. Based on information and belief, the statement that I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies)
- A. _____ Neither the entity submitting the sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity nor any affiliate of the entity have been charged with and convicted of a public entity crime subsequent to July 1, 1989.
- B. _____ The entity submitting this sworn statement, or one or more of the officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989 and (Please now indicate which additional statement below applies):
- C. _____ There has been a proceeding concerning the conviction before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer did not place the person or affiliate on the convicted vendor list. (Please attach a copy of the final order)
- D. _____ The person or affiliate was placed on the convicted list. There has been a subsequent proceeding before a hearing officer of the State of Florida, Division of Administrative Hearings. The final order entered by the hearing officer determined that it was in the public interest to remove the person or affiliate from the convicted vendor list. (Please attach a copy of the final order)
- E. _____ The person or affiliate has not been placed on the convicted vendor list. (Please describe any action taken by or pending with the Florida Department of General Services)

Signature

Print Name:

STATE OF FLORIDA

COUNTY OF _____

SWORN TO AND SUBSCRIBED BEFORE ME THIS ____ DAY OF _____, 20__

BY _____ WHO (check one) ☐ _____ IS PERSONALLY

KNOWN TO ME OR ☐ PRODUCED IDENTIFICATION: _____ (type of ID)

Signature of Notary

Print Name of Notary Public

Commission expires

Seal/Stamp Below:

APPENDIX NON-COLLUSION AFFIDAVIT

The undersigned Developer has not divulged, discussed or compared his/her/its Statement of Qualifications with any other Developer and has not colluded with any other Developer or parties to this Statement of Qualifications whatsoever.

Name of Bidder/Developer

Signature

Print Name

Title

STATE OF FLORIDA

COUNTY OF _____

SWORN TO AND SUBSCRIBED BEFORE ME THIS ____ DAY OF _____, 20____

BY _____ WHO (check one) ☐ _____ IS PERSONALLY

KNOWN TO ME OR ☐ PRODUCED IDENTIFICATION: _____ (type of ID)

Signature of Notary

Print Name of Notary Public

Commission expires

Seal/Stamp Below:

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

DOWNTOWN WORKPLAN UPDATE – April 19, 2017

Downtown/City Center

Project	Action Steps	Next Steps/Updates	Responsible	Notes
City Center (CC) RFQ	City Center RFQ is completed.	Review with CRA Board Members April/May – CRA Board Authorization May 9, 2017	RB; RMA	Cone of silence will be applied to this solicitation. Advertising strategy in development
Downtown Master Plan (Study Area CC Zoning District)	Analyze and document all businesses and business types in study area	Reviewed and field checked all businesses based on BTR listings for CC and EDBB	DM	Final analysis of business mix to be complete
	Conduct a survey of Downtown businesses	Survey results only included 12 respondents; door to door surveys to be conducted with Core	DM; SB	To be completed mid-May
	Conduct a Market Analysis for the Downtown	On hold – Proposal for services (\$8,000 under existing RMA contract) to CRA Board May 9, 2017	RB; RMA	To determine future demand and evaluate residential v. hotel demand drivers for commercial
	Develop a Concept/Urban Design plan for Downtown and future transit hub	Create a conceptual plan for the Downtown to incorporate public improvements; streetscape recommendations and urban form/development standard modifications	RB/RMA	Market analysis to be completed first. Need to solicit urban design firm for concepts plans – tentative June 13 or before
	NW 1 st Avenue/NW 1 st Street	Concept plan for NW 1 st /1 st to be done by EDSA; kick off meeting April 19, 2017	RB; Comm Dev.	Conceptual plans to be completed early June
	Downtown marketing and branding campaign	Discussing with CAC a Downtown artwalk event for this summer or early fall	RB; SB; Art and Soul; CAC	Working with Art and Soul to develop an outline for event.

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY WORKPLAN UPDATE				
Neighborhoods/Healthy Community Zone				
Project	Description	Next Steps	Responsible	Notes
Pedestrian RR xing	Pedestrian crossing at West Dania Beach Blvd. and NW 1st	Provide to CRA Board with options to potentially offset costs. Include in CIP for FY 2018 or FY 2019 per CRA Budget	RB; Public Services	Cost estimates received \$189K and \$184K respectively. FEC R.O.W only
Chester Byrd Park	Phippen Waiters Road entryway improvements; CPTED improvements	Landscaping and signage on Phippen Waiters; Art project; resurface of track and community event	RB; KW; KP; SB	Completed February 4, 2017;
JA Ely Blvd. Improvements	Landscape and sidewalk improvements on JA Ely	SRTS Application to be submitted in Fall; met with City of Hollywood to discuss preparing a joint application; currently working on respective cost estimates	RB; Public Services	Application cycle opens September 1. Will primarily be working with Attucks Middle school BRHPC providing grant assistance.
Sun Garden Isles/MPO enhancements	Sidewalk and pedestrian improvements. Design FY 2018; Construction FY 2019	Concept plans submitted to FDOT March 24, 2017. City Commission approval for survey and engineering May 9, 2017	RB; Public Services	EDSA will also be developing additional "complete street" concept plans for NW 1 st Street that can be constructed with MPO
Administration				
Strategic Planning	Schedule board work session to identify priorities for upcoming FY	Identify a workshop date for June 2017	**RB; KW	
Budget and Finance Plan	Prepare Budget for Board Approval	Currently working on CRA Budget and CIP for FY 2018	RB; KW	
Loan Forgiveness	Submit calculations per Interlocal Agreement for loan forgiveness	Submit CO for the Place and Dania Beach to Broward County for release of 3 notes	RB	

**DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
WORKPLAN UPDATE**

DANIA BEACH PATCH

Project	Description	Next Steps	Responsible	Notes
Staffing/Training	PATCH Staff now work directly for CRA	Farm Apprenticeship Program to start Summer 2017	BRHPC; RB	BRHPC funded; 6 week program with community work to take place at the PATCH
PATCH Collaborative	Creative an Urban Farm Network for Broward County Cities	BRHPC taking the lead; opportunity to contract for a business manager and additional technical assistance through Collaborative	RB; BRHPC South Florida Health Planning Council	
Community Garden		Continue to promote Garden Plots for Lease	Leon Carroll: SB	
Infrastructure	Hydroponics	Installed hydroponic system; staff and LON training completed by Urban Farm Institute	RB; PATCH Staff	Luckey's Market donated \$2,000 toward purchase
	Office/Storage Building	10 x 20 building installed at the PATCH; need electrical hook ups to install AC and refrigeration.	RB; KW	Orchard Hardware donated \$5,000 toward purchase.
Facility Rental Program	Establish Facility Rental Policy and discuss with Parks and Recreation Re: Fees, Staff, security	Tabled – need new proposal for Board approval.	RB; Parks and Rec.	
Neighborhood Events	Monthly Event held the 2 nd Friday of the Month; market and activities 4 - 8pm	Introduced new neighborhood events to promote the PATCH and healthy eating; suspend for Summer and reinstate in the Fall	PATCH Staff; RB; SB; KW; KP	Fall series to solicit non-profit organizations to sponsor/organize monthly Neighborhood Night events

UPCOMING EVENTS AND ACTIVITIES

MAY 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3 10:00 – Premier Mobile Grand Reopening	4	5	6
7	8	9	10	11 8:30 – Broward Alliance Partner Council (Hosted by Dania Beach CRA)	12 7:00 a.m. – Mayor's Realtors Breakfast 5:00 p.m. – Neighborhood Nights @ PATCH	13
14	15 11:30 – Broward Alliance Mid-Year Luncheon	16 4:00 – Creative Arts Council	17	18 6:00 – Merchant Meeting (Small Business Finance)	19 10:30 – 9 th Annual Port Everglades Luncheon	20 9:00 – Sports and Fitness Month @ PATCH
21	22	23	24	25 6:00 – Neighborhood Ambassador @ Place at Dania Beach	26	27
28	29	30	31			
	= CRA Sponsored Community and Business Events					

DBCRA Staff Assignments and Tracking
May 2017

Categories	Tasks	Staff Member	Status	Start Date	End Date
DBCRA Events					
	Chester Byrd Park Rededication	RB/SB/AH/KS	Scheduled for February 4th. Art project with Attucks students; Living Well; fitness demonstrations; picnic; press around Black History month	12/05/16	02/04/17
	Neighborhood Ambassador	SB/KP	Dates scheduled: 2/23, 5/25, 9/28	12/12/16	09/28/17
	Motorcycle Show	SB/KP/KW/DM	January 28th, have booth and bring Larry for pictures	01/01/17	01/28/17
	Annual Business Luncheon			06/01/17	09/14/17
Capital Projects					
	FEC Pedestrian Crossing	RB	Authorized cost estimate through FEC; awaiting costs for 1 or 2 crossings		On Hold
	Chester Byrd Park	RB	Completed sidewalk and opening on Phippen/Waiters; ordering new signage and minor sidewalk repairs		Complete
	JA Ely Blvd. Sidewalk and Crosswalks	RB/Com. Dev.	Coordinating with UHP for Safe Routes to Schools Grant also looking at CDBG Funding; application open 9/1/17; coordinating with Hollywood and Attucks		Fall 2017
	Sun Garden Isles Pedestrian Improvements	RB/Public Svcs.	Awaiting City Comm. Approval; scheduling meeting with FDOT (still need City MPO staff rep for TAC)		Fall 2018
Downtown					
	Business Surveys	SB	Surveys complete, schedule sometime in Jan 2017 to walk downtown to hand out to business owners	12/01/16	01/31/17

DBCRA Staff Assignments and Tracking
May 2017

Asset and Available Space Inventory	DM/SB	Business inventory partially complete; Dan still updating	12/01/17	01/16/17
Analyze CC and EDBB Zoning and CRA Design Guidelines	RB/Com. Dev.	TBD		On Hold
NW/SW 1st Avenue Streetscape	RB	Design street and parking improvements as part of the Downtown Master Plan; Concept plan early June		Jun-17
Downtown Branding and Positioning	SB/DM/RB	TBD		On Hold
City Center RFQ	RB/RMA	To be issued May 15	5/1/2017	8/1/2017

The PATCH

Market Manager Training	JC	BHRPC/PATCH Collaborative developing manager training program for the PATCH		
Farm Management, planting and harvesting	LC/IG	Apprenticeship program		Summer 2017
Community Garden Management	LC	Still have plots available		
Volunteer Coordination	LC	Saturday mornings sign up through "Hands on Broward"		
3rd Saturday Event Planning/Oversight	JC/KP/SB	May - Sports and Fitness		
Neighborhood Nights	JC/KP/SB	(monthly event 2nd Friday, from 5 -		
PATCH Fall Cookbook	JC/SB	Community cookbook committee.October; Launch Fall recipe collection November 11; Still need recipes		Summer 2017
Weekly PATCH e-newsletter; website and Facebook	SB/RTMG	Ongoing		
Buyer's Club	JC	Bi-weekly sales to City Staff and others		

Commercial Grants

Stix Cigar Lounge	DM	Merchant Assistance (15K) — Requested an extension to March 2016
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DBCRA Staff Assignments and Tracking
May 2017

Premier Mobile	DM	Façade (20K) — Almost complete		
TNT Fireworks	DM	Façade (20K) — under construction	12/12/16	01/09/17
Downtown/Federal Façade	RB	30K set aside; renderings and cost estimates for 1-9 Federal Highway.		
Dockers	DM	Restaurant exterior (20K)		
Collins Market	DM	Daycare exterior (20K)		
Revisions to Façade and Merchant Programs	RB/DM	For approval 10/10		
Angela's Haven	DM	Daycare exterior (20K)		
Rainbow Realty	DM	Office exterior (10K)		
Bake Shack	DM	Outdoor restaurant seating (20K)		

**Communications
and Marketing**

CRA Website Update	KW	Completed and live; schedule meeting with Sandra to discuss updating website remotley		
CRA Promotional Video	KP	Recording video clips and testimonials right now		
Monthly Business E-newsletter	SB	Ongoing; includes business tips		
Weekly "Happening's" e-newsletter	SB	Ongoing; business promotions, special events, etc.		
Monthly CRA e-newsletter	KW	Ongoing; news and updates on CRA activities		
Quarterly Merchant Meeting	DM	Ongoing; schedule decided; Nov. 11, Feb. 16, May 18, Aug 24th		
Guide to Doing Business	DM/SB	Create and publish a "Guide to doing		
Co-op seasonal Advertising	SB	Create a shared cost cooperative		
Outside event marketing (CRA	SB	Represent Dania Beach at outside		
Social Media	SB/TS			

Business

Banker/Broker Event	DM/SB	TBD - Hold a Banker/Broker event to	7/1/2017	10/1/2017
Florida ICSC Conference	DM/SB	Aug-17		

DBCRA Staff Assignments and Tracking
May 2017

Create and maintain an inventory of developable property	DM	Initial phase for Downtown; the CRA wide	TBD
Partner with local organizations to host a Job Skills/Training Fair	RB/DM/SB	Recently met with OIC and Career Source to explore job training programs for Dania Beach	

Business Retention

Welcome packet for new businesses	DM/KW	Send out monthly welcome packets to new businesses (via BTR) and add to our mailing lists	TBD
Participate in Marine Industry networking	DM	Participate in MIASF and/or Port meetings and events	Ongoing
Create a monthly business visitation/meet up program	DM	Continue communications with key business leaders	TBD

Miscellaneous

Broward County Loan Forgiveness	RB	Waiting on CO for The Place at Dania Beach	
Creative Arts Council	DM	next mtg. 5/16/17 at 4:00 p.m.	
Ombudsman/Community Liasion	RB/DM	Ongoing	
Create a Homebuyer Assistance Programs	RB/Urb. Lea.	Partner with BHRPC and Urban League to create a H2H homebuyers Club and initiate IDA program	
Great American Clean Up Sun-Garden Isles		Coordinating with Dania Beach Improvement Community and Katia; can get equipment from the County for free	



**Dania Beach Community Redevelopment Agency (DBCRA)
A&SC 2017 Report.
May 9, 2017**

Location:	Frost Park
Attendance:	Approximately 20,000 thousand
Artists:	58
Food Layout:	260 feet
Sand Sculpture:	75-100 tons: Theme: "Greetings from Dania Beach Elements of 4 Years"
Entertainment:	9 Performers/Bands/DJ
National Band	The Spin Doctors
Chef Showcase	5 Chefs
Performance Art:	5 Artists Painted murals in the field and at the Skate Park at Frost Park.
Kids Activities:	6
Youth Art:	Entries from Broward County Schools
Sponsors:	26 Cash and In-Kind: Presenting Sponsor The Casino at Dania Beach
Volunteers:	100
Shuttle transport	207 patrons used the shuttle on the weekend.
Digital Reach:	From Google: Users 13,000 over 8,000 last year

New for 2017:

- 1. TV Ads on Comcast**
- 2. Concessionaire to Manage Food Vendors**
- 3. Dania Beach Vintage Art Wall on the field.**
- 4. Live performance art on the field**
- 5. Paint and Sip**
- 6. Name the Lobster Mascot Competition**

Dania Beach Community Redevelopment Agency (DBCRA) A&SC 2017 Report.

The 2017 5th. Annual Dania Beach Arts and Seafood Celebration (DBASC) held over the weekend of April 8th and 9th brought approximately 20,000 people to the City of Dania Beach for a unique festival with elements of art, craft, performance art, music, and food. Together this provided an enjoyable experience for our guests and undoubtedly had an economic impact for businesses near the park and downtown. As usual the event provided great positive exposure for the City of Dania Beach, and continued to fulfill the goal of providing a long term positive effect for the City's merchants and community as a whole. DBASC is one aspect of the CRA's plan aimed at promoting the City, bringing residents and visitors to our downtown area, showing off the growth and revitalization, and welcoming all to be part of the Dania Beach experience.

This report provides information on suggested improvements to the event by our post event Special Event, and Planning Committee meeting held on April, 13, 2017. A summary of the Social Media and Advertising/Promotion reports are also attached.

Those present at the post event meeting were:

CRA

Rachel Bach, Interim Executive Director, Kisha Payen Administrative Coordinator, and Kathleen Weekes CRA Manager and Event Coordinator.

City:

Rafael Acosta; Manager, Frost Park

Robert Manfre: Lieutenant, BSO Police

Daniel Suarez: Lieutenant, Fire Marshal's Office. BSO

Barbara Urow: Lead Code Compliance Inspector

Community Representatives

Bo Donly: VIP Coordinator

Mimi Donly: Volunteer Hospitality Support.

Linda Wilson, President, Friends of the Dania Beach Library

Carole Morris Friends of the Dania Beach Library

Consultants:

Standing Ouations, Event Producers

Stewart Auville: President

Mitch Lautham: Entertainment Manager

Art N Soul, Creative Arts Consultant – Al Huggins

RMA Marketing and Publicity - Sarah Blake, Marketing Manager

Overall Impressions

Turnout was good considering there were two major events north of Dania Beach, The Tortuga Festival in Fort Lauderdale and the Delray Affair. We have maintained a great crowd and kept up with the competition, perhaps because the event is completely free with no gate or parking charge. The event had positive feedback on Facebook and the CRA received good feedback calls after the event. Potential vendors have been calling to get into a possible 2018 show.

The new site plan was much improved and took recommendations from 2016 into consideration. The event production consultant rearranged the site to ensure the baseball fields were protected, the VIP/Hospitality area was enlarged and completely separate from the Recreation Center, a larger food tent and umbrellas for shade on high tops were also provided. Restrooms were completely separated from the vicinity of the food area.

Site cleanup before during and after was excellent and food vendors were monitored as requested. Parking at the Casino at Dania Beach was in accordance with the Casino's requirements. The shuttle transported over 200 patrons and so far we have not received complaints from residents regarding parking.

Food choice was limited and primarily seafood. There were some complaints about the cost of seafood however there was several seafood and non-seafood options provided under \$10.00. There were two food trucks this year instead of one and the concessionaire running the food vendor area, also offered an \$8.00 seafood sampler plate which was one of the requests from the Board from prior years.

Crowd engagement was excellent, Master of Ceremonies, Kisha Payen, CRA Administrative Coordinator, kept the crowd entertained and excited and continually promoted all sponsors and the City from the stage.

RECOMMENDATIONS/COMMENTS

1. **Rename the event:** *Dania Beach Art, Music and Food Celebration*, and more heavily promote the Music element and open it up to more variety in food which can be priced more economical for patrons.
Note: Some patrons come for the Seafood so that must also be considered.
2. **Fence the Park and street area** and create two gate entrances. This will enable the organizers to charge an entrance fee to offset costs, get a head count on attendees, have more event access control to screen out animals, and people with coolers and tents.

3. **Increase revenues through food vendor fees and charges** (no food concessionaire) at the event. Increase the cost of food booths and carts, possibly use a ticket booth system to sell all food and code the system so we know what each vendor is making and charge a percentage at the end of each night from each vendor.
4. **Work out Sound Checks on Friday night** - Have the National Band representatives and the Stage Manager on site on Friday before the event to work out Sound Boards set up and avoid sound difficulties at start of show.
5. **Attract more Fine Artists** and fine art buyers. Also develop a competition for fine artists and other VIP type activities for to attract buyers and artists
6. **Poll fans on Facebook** on what type of bands and other activities they would like to perform.
7. **Electrical upgrades** - Get better electrical connections from the Frost Park Recreation Center to power Restroom Crowd Pleaser. If not possible then rent additional generator. Also, Provide a separate generator for food vendors to avoid set up glitches.
8. **Remove parking bollards/bumper stops** on Fronton for vehicular access and pedestrian safety.
9. **Add Welcome Ambassadors** to volunteer jobs and duties to assist patrons throughout the site.
10. **Get more volunteers** from the Art Institute of Fort Lauderdale.
11. **Expand children's activities.** Keep the Youth Art Competition. It was a winner.
12. **Get more sponsorship support** from local Dania Beach businesses. Start sponsorship campaign earlier.
13. **Create attractive trendy** merchandise for sale besides the Festival merchandise e.g. "Dania Strong" and DB logo tee shirts and caps.
14. **Coordinate more closely with Finance on procurement.** Provide the scope of work for service providers to the Finance Department for their review before proceeding with creating Agreements and Purchase Orders.
15. **Continue to send contracts/agreements to the City Attorney** for review. Over 30 contracts and sponsorship agreements were reviewed by the City Attorney this year, and the City Attorney also worked with the CRA's Attorney to develop the agreement for our Food Concessionaire.
16. **Create a simplified Vendor and Sponsorship Application.** This would replace our current agreements and expedite the contract and invoicing process for finance.

PLEASE NOTE:

2017 Participating Dania Beach vendors/services/entertainers etc.:

Local Business Services Procured:

Stephens Distributing	Beer
AIM Discount Printing	Banners, programs, rack cards posters
Savvy Solutions	Swag handouts (Pat Chukerman)
DNA Printers	Flyers, banners, signs

Local Food Vendors:

Jimpos Sandbar
Tip Conch Salad
Big Pappa T
Dania Beach Lions Club
Four C's
Red Zepplin Food Truck

Local Entertainment

D.J. Royce
Red on Rouge (Paint and Sip)
Speakerbox

Art

Dania Beach Judges for Art Show	Bill Harris (CRA Board Vice-Chair) Antonio Suriani Jr.
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Participating Dania Beach Artists

Maria Caldera	Craft
Lisa Morse	Craft
Madison Lerro	Craft
V Michelle Oprisi	Craft

Local Print Media

Dania Beach Press
Cahoots Newspaper

Local Sponsors

The Casino at Dania Beach
Jimpos Sandbar
Quarterdeck
Stephens Distributing
7 Eleven

Local Community Booths:

Friends of the Library
Dania Women's Club
Dania Beach Chamber of Commerce

The DBCRA sincerely thanks all who assisted in making this year's Celebration such a success especially the City and community for committing to its presentation. We also extend a special thanks to our, consultants, major sponsors, presenting sponsor, The Casino at Dania Beach, for supporting our event and providing the National Band performance at DBASC, Jimbo's Sandbar our stage sponsor and The Place at Dania Beach for sponsoring the sand sculpture, and The Friends of the Library for coordinating our name the mascot competition.



FACEBOOK

PERFORMANCE REPORT

(Facebook Insights)



Dania Beach Arts & Seafood Celebration 2017

Facebook Organic Posts Overview

180K

75,431 ▲ 138.92%
ORGANIC PAGE IMPRESSIONS

103K

35,414 ▲ 190.42%
PAID PAGE IMPRESSIONS

443K

342K ▲ 29.49%
PAGE IMPRESSIONS VIRAL

729K

455K ▲ 60.25%
PAGE IMPRESSIONS

23,661

16,540 ▲ 43.05%
PAGE ENGAGED USERS

9,388

5,505 ▲ 70.54%
PAGE STORIES

29,990

1,215 ▲ 2,368.31%
PAGE VIDEO VIEWS

2,116

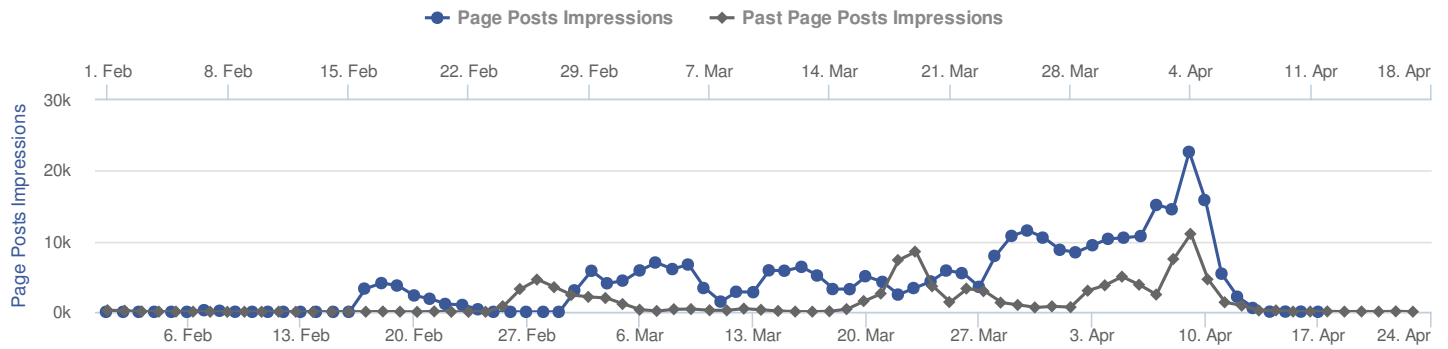
609 ▲ 247.45%
NEW LIKES

8,103

6,010 ▲ 34.83%
LIKES

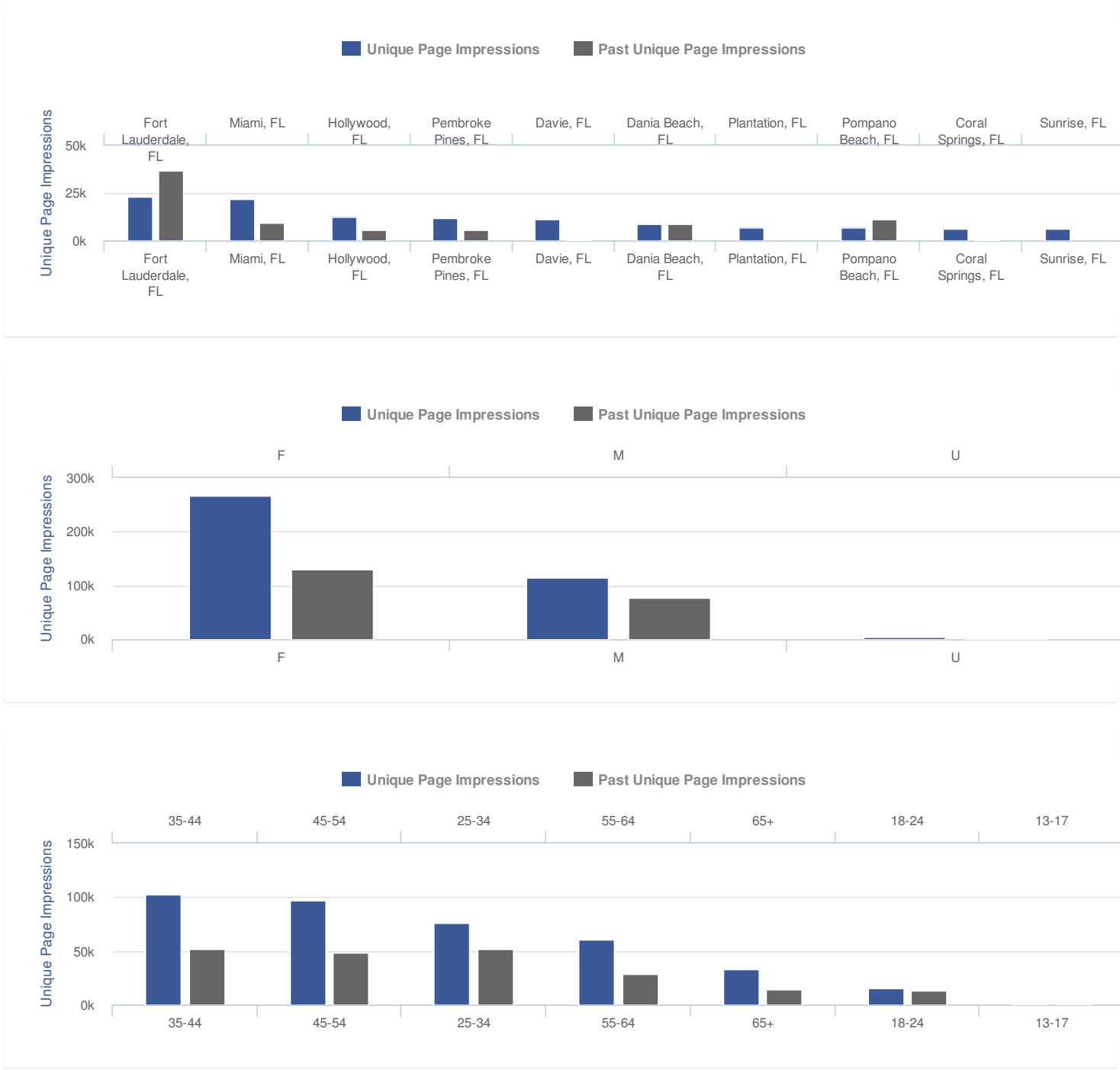
Dania Beach Arts & Seafood Celebration 2017

Page Post Impressions



Dania Beach Arts & Seafood Celebration 2017

Demographic Performance



Unique Page Impressions	
35-44	102,600
45-54	96,742
25-34	76,015
55-64	60,467
65+	32,574

Dania Beach Arts & Seafood Celebration 2017

Unique Page Impressions	
18-24	15,459
13-17	732

Dania Beach Arts & Seafood Celebration 2017

Posts - Performance

	Likes	Comments	Shares	Post Engaged Users	Post Consumptions	Organic Post Impressions
	77	3	49	248	56	0
 Live on stage with the best Prince Tribute band around: purple	70	31	35	347	381	2346
 New this year! Register NOW for the Red On Rouge Paint & Sip	67	5	18	163	116	800
 Don't miss the Dania Beach Arts & Seafood Celebration, April 8th	54	1	24	220	219	2830
 Live with spin doctors !! #dbasc2017	54	9	16	278	311	2158
 Live behind the scenes at the 5th Annual DBASC 2017!!! Let the	53	2	11	268	274	2152
 Who is ready for the biggest party in Dania Beach? Dania Beach	48	3	22	188	180	2493
 The Dania Beach Arts & Seafood Celebration is right around the	48	2	30	204	202	2459
 We can't wait for all the delicious seafood this weekend at the Dania	47	3	20	153	150	1724
 Announcing the 2017 Dania Beach Arts & Seafood Celebration	39	9	20	145	123	1972