

AGENDA
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
WORKSHOP
MONDAY, JUNE 12, 2017 - 3:00 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 IN THE CITY CLERK'S OFFICE, OR 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. ITEMS FOR DISCUSSION

- 1. Strategic Goal Setting Workshop for 2018
- 2. The Dania Beach Arts and Seafood Celebration

3. ADJOURNMENT



DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

Proposed Work Plan

FY 2017

CRA Board Priorities:

1. Downtown/City Center (Staff preparing Master Plan)
 - a) Downtown Master Plan
 - b) Zoning Review and Modifications
 - c) Streetscape and Signage Plan
 - d) Property Improvements

1. Neighborhoods
 - a) FEC Pedestrian Crossing
 - b) Sidewalk and Pedestrian Safety Projects
 - c) Traffic Calming
 - d) Homebuyer Assistance

2. The PATCH
 - a) Focus on Community Engagement and Events
 - b) Expanded market hours and access to Community
 - c) Reduction in costs

1. Other
 - a) Business Attraction Marketing and Public Relations
 - b) Arts and Seafood Celebration – Breakeven

FEC Pedestrian Crossings

- WDBB and NW 1st Street
- Costing with FEC

Chester Byrd Park (Feb. 4, 2017)

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

Safe Routes to Schools (3/17)

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

Health Hubs (NW and SW)

- Diabetes Prevention/Mgmt.
- Walking Clubs



Priorities

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



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

Priorities

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



Developing measurable Economic Development Strategies for 2016/17

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



dania beach
Opportunity Innovation Growth

Natural Beauty & Pleasing Aesthetics



Rich in Arts, Culture & Social Offerings

Diverse Business Climate & Expedited Permitting

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

Discover Dania...
CALL TODAY: 954.924.6801

www.daniabeachcra.org
facebook.com/DaniaBeachCRA

Upcoming Events



DANIA BEACH'S URBAN FARM & MARKET

SINCE 2009

FALL PUMPKIN PATCH
★ Saturday October 15th ★

FREE EVENT

1201 W DANIA BEACH BLVD | DANIA BEACH, FL

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

PUMP IT UP AT THE PATCH!



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



LET'S GO WALKING!

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

When: Saturday, October 15, 2016 Starting at 9:30 a.m.
 Where: Frost Park Community Center, 300 NE 12th St, Dania Beach, FL 33312

*Additional details to follow

MPO Metropolitan Planning Organization

INTRODUCING... NEIGHBORHOOD NIGHTS

FRIDAY NOVEMBER 11
5pm - 9pm

BLOCK PARTY

FREE EVENT!

FOOD
GAMES
MOVIES
MUSIC
ART

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

PATCH ACCEPTS EBT/SNAP VISA-MASTERCARD & CASH

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

FOR WEEKLY UPDATES AND MORE INFORMATION
WWW.THEPATCHGARDEN.COM 954-924-6801
 PATCH@CI.DANIA-BEACH.FL.US | FACEBOOK.COM/PATCHGARDEN

FY 2016/17 recommended funding \$70,000

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

Program Changes

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



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

Introduction

The Dania Beach Arts and Seafood Celebration (DBASC) is one element of the Dania Beach Community Redevelopment Agency's (DBCRA) Marketing and Public Relations strategy to attract visitors and create positive awareness of the City, particularly its downtown area which is being revitalized through CRA and City redevelopment programs. It has always been seen as a vehicle to bring people into the City to patronize businesses not only during the two day event but to return and experience the culture of the City.

Over the past four years over 100,000 visitors have come to the City to experience our unique spring event which is offered free of charge. The local community has accepted it as an Award Winning annual event and many volunteer with pride in support of their City. Thousands more throughout the state, and nation have been exposed to the event and City through social media, and the buzz is growing about this fun family event in the heart of Broward's First City which is now acknowledged as being on threshold of major development.

This document is intended to provide behind the scenes production details of the DBASC, such as the planning, duties and responsibilities of the CRA Team, and our Consultants: Event Producer Standing Ovations, Publicity and Promotion RMA, Digital Media RTMG, and Creative Arts Consultant Art N Soul. It outlines our efforts to produce a professional signature event worthy of representing the City of Dania Beach

Planning and Special Events Committee

The Dania Beach Arts and Seafood Celebration (DBASC) production is facilitated by two committees the Planning Committee which coordinates all elements and details of the event, and the Special Events Committee made up of City departments and service providers who provide critical support to the event.

Planning Committee

- Overall Coordination of the event.
- Meets monthly from July to December
- Bi Monthly from January to Event Date.
- Frequent communication via email.
 - Members
- *CRA Staff: Rachel Bach, Kathleen Weekes, Kisha Payen, Dan Murphy.*
- *Marketing Consultant: Sarah Blake*
- *Bo Donly, Hospitality, Al Huggins, Creative Arts*
- *Event Production Company- Standing Ovations*

Special Events Committee

- City Departments and Agencies Service providers for the event.
- Reviews Event Application before submission to City Commission
- Provides support and assistance for various services.
- .Meets monthly from October to Event Date
 - Members
- *The Planning Committee, and includes BSO Police, Fire, Private Security, Parks and Recreation, Public Services, Code Compliance, Community Development*

Production Team and Responsibilities

OVERALL EVENT PRODUCTION THE CRA TEAM

The Dania Beach CRA plans and manages all aspects of the DBASC in conjunction with the Event Production Consultant team which is currently Standing Ovations LLC. Basic elements of the event are as follows:

- Transformation of the Frost Park open field venue into an accommodating festival setting. All aspects of the event must be considered to enable a smooth successful production
- Artists and Crafters
- Performance Artists
- Sand Sculpture
- Entertainers, Bands, DJ
- Children's Activities
- Food Vendors
- Chef Showcase
- Merchandise Sale
- Sponsor Exhibits
- Volunteers
- Patron Parking and Shuttle Service
- Patron Security

CRA PRODUCTION STAFF

Executive Director

1. Overall Responsibility
2. Reviews and Signs all Contracts
3. Reviews and Signs all Sponsorship Packages
4. Approves Event Application
5. Reviews information on Permit Application
6. Confirms all Publicity and Promotion Items.
7. At Event: Monitors event and directs as necessary

CRA Manager

1. Oversees and manages all aspects of the event progressively on a daily basis and reports to the Executive Director.
2. Chairs the Planning and Special Events Committee meetings.
3. Monitors Event Producer's activities to ensure deadlines are being met.
4. Reviews and proofs all Promotion and Publicity items before they are placed in Media.
5. Review website and digital media regularly and check for updates.
6. Works on event areas that require CRA/City documentation.
7. Regularly reviews event budget and spending with Event Production Company.
8. Initiates ZAAP Contract for Artist Registration
9. Manages all agreements/hold harmless certificates for the event. Over 35 were required to produce the 2017 A&SC. This included major negotiations with the Food Vendor Concessionaire.
10. Works with CRA Attorney on contracts for confirmation before agreements are signed.
11. Ensures that all Certificates of Insurance and Hold Harmless documents are provided and Risk Management issues handled.
12. Sets up Purchase Orders for major service providers for the event.
13. Reviews all invoices for payments
14. Facilitate and follow up on all permitting requirements for Building, Electrical, Plumbing and Gas Plumbing.
15. Coordinate and follow up with the Casino on provision of National Band.
16. Work with Partner Organizations , Friends of the Library, Art N Soul, RMA, RTMG, Commemorative Poster Artist
17. Prepares CRA Board Updates.
18. Prepared City announcements for event
19. Ensure site set up and breakdown run smoothly
20. At Event: Oversees all areas to ensure production functions/run according to plan
21. At Event: Ensure all entertainers were paid.
22. At Event: Work with all team leaders and Event Production team to mitigate problems.
23. After Event breakdown: Ensure all post event issues are resolved, items returned to the City and payments made

CRA Administrative Coordinator

1. Contacts returning Sponsors to increase sponsorship donations
2. Ensures all sponsorship contracts and Certificates of Insurance are provided.
3. Outreach to new sponsors at the \$1,000 level.
4. Pay all approved invoices before and after event as soon as possible according to Accounting Department procedures.
5. ASC Promotional Video-Writing and Recording voice over Audio.
6. Manage creative direction of Promotional Video.
7. Purchase CRA swag items for information booth.
8. Review printed material and collateral.
9. Assist with site placement for new and returning sponsors.
10. Assist with volunteer assignments
11. Manage all inbound calls
12. Pre Event: Work with Production Company to place all sponsors and City organizations.
13. At Event: Manage information booth, and sponsor liaison
14. Worked with RMA Consultant to produce Facebook live posts Went live during event.
15. : Stage Master of Ceremonies
16. After Event: Ensure all items returned to City and payments are made

CRA Economic Development Manager

1. Work on new sponsorship outreach
2. Review and edit Sponsorship Package with RMA and Administrative Coordinator.
3. Work with Administrative Coordinator to secure sponsorship from The Place at Dania Beach and Marine Max.
4. Source Dismas Volunteers
5. Work with Marketing Consultant on media buys for TV and Broadcast Ads.
6. At Event: Managed Parking and Shuttle Transportation.

EVENT PRODUCER STANDING OVATIONS

1. Design, develop and implement all elements of event production, logistics set up and breakdown of the event
2. Meet, as needed, with the CRA concerning activities and participating organizations of the event
3. Manage Contract negotiations and secure contract quotes for the following: Sanitation, Tent Rentals, Generator Power, Signage, ADA mats, Parking, Sound and Production personnel.
4. Development and execution of a working budget with the CRA
5. Monitor revenues and expenditures to maintain sound fiscal management
6. Design site plan and implement a site map
7. Revise site map as required by Planning and Special Events Committees
8. Create and implement master timeline and site operations timeline
9. Interface with City Officials(Community Development and BSO Fire), regarding permits and services as required
10. Secure and coordinate food and beverage vendors/concessionaire.
11. Coordinate Food Vendor/Concessionaire ensure contract items are delivered.
12. Implement the Artist/Crafter application and work with Zapplication
13. Secure all Artist/Crafter Vendors and manage logistical coordination
14. Secure and coordinate entertainment schedule as agreed with CRA
15. Work with the Casino regarding National Band Entertainment.
16. Coordinate and enhance the Youth Art Contest
17. Manage Children's Activities and Community Organizations

18. Implement all elements of the Chef Showcase
19. Design and organize Kick Off Party prior to the Festival
20. Use Standing Ovation stock items and rentals to implement all event décor
21. Set up and decorate Hospitality Lounge.
22. Observe event timeline for all installations, deliveries, set up, event operations
23. Ensure all safety regulations are followed and safe practices are observed at Frost Park.
24. Work with the Casino at Dania Beach regarding Parking
25. Assign and administer Volunteers for all areas of the festival through the coordination of the Consultant and CRA
26. Oversee the Information/Merchandise program with the CRA.
27. Review the website and printed material as needed
28. Work with Sponsorship Manager to suggest in-kind and cash partnerships for the Festival
29. Assist Sponsorship Manager with sponsor servicing; including grid creations, pre-event, on-site and post-event fulfillment obligations
30. Arrange and manage parking as needed
31. Coordinate Security and Police services on site.
32. Work full time start setting up site week of event from 4-4-2017 to event days breakdown ends on Monday after event.

33. At Event: Responsible for all logistics of event for both days.
Work with all service providers, sponsors, artists, entertainers to meet their needs.
Set up and run event in keeping with prearranged plan to ensure smooth implementation.
- 34 After Event, pack and store all CRA items at City Hall Work with CRA regarding payments, and other post event issues.

Team: Kim Reddington Artists Coordination
Mitch Lautham Entertainers procurement, lineup, National Band Rider coordination and Stage Management during the event.
Debbie Johnson Volunteer Management
TWO Crew Members Set up, run all deliveries and errands during event breakdown event.

FOOD CONCESSIONAIRE

Golden Gate Foods

1. Responsible for all aspects of the food and beverage (non-alcohol and alcohol) concessions for the Event.
2. Source and contract with local, regional and national vendors to provide Event patrons the highest quality products.
3. Incorporate local Home Based Chefs into the Food Concession area.
4. Oversee the local permitting that relates to food and beverage vending and ensure strict adherence to all community rules, state and county health regulations and city zoning restrictions.
5. Provide proof of automobile insurance for all vehicles used in association with the Event.
6. Provide the insurance coverage and indemnification required.
7. Comply with the site plan to efficiently manage crowds and provide event patrons and vendors with a positive experience.
8. Develop a vendor contract and establish vending location pricing.
9. Create affordable menu options
10. Obtain all liquor licenses for the Event and manage any and all adult beverage concession locations.
11. Make all arrangements with food vendors and collect all vendor fees.
12. Responsible for all clean up in the Food Vendors area at Frost Park during and after event.
13. Ensure that all Event food vendors comply with the Fire Department Requirements,

MARKETING

RMA Marketing Consultant

1. Oversees an extensive Publicity and Promotions campaign for the event.
2. Use broadcast and print media placements, website and social media interaction, outdoor signage, competitions, and strategic partnerships with sponsors and the community.
3. Provide meeting notes for the Planning and Special Events Committees
4. Coordinate with Graphic Designers to develop printed material.
5. Design rack cards and advertisements for distribution and placement.
6. Design flyers for vintage art wall and name the lobster competition.
7. Coordinate team meetings with broadcast media and negotiated media buys for TV and Radio Ads.
8. Wrote press releases
9. Worked with Social Media/Website Consultant to keep pages current.
10. Coordinate design and work with merchandise and tee shirts suppliers
11. Coordinate with Printers.
12. Pre Event Assist with site set up
13. At Event: Assisted with coordination of sponsors, chef showcase, and hospitality.
Went live with Facebook posts of event

Below is the marketing campaign overview used in the promotion of the 5th Annual DBASC that aided in the overall event promotion.

- a. 12 print advertisements in different publications including: Travel Host, Sun Sentinel, New Times, Tidbits, Cahoots, Dania Press, Hola Latinos, Miami Herald, Sun Times, Sharp Saver, and Aventura Digest
- b. Dual event marketing by promoting the event and the City at approximately 10 other events in Broward County; including the Vintage Motorcycle Show, the Hollywood and Fort Lauderdale, Saint Patrick's Day Parade, and more.
- c. 10 press releases distributed to over 250 media contacts.
- d. 3 different radio channel commercials, including Y100, Big 105.9 and an exclusive interview with Manny Munoz and the CRA Director on 610 WIOD.
- e. 10,000+ pieces of printed collateral distributed throughout South Florida.
- f. Our street promotion team delivered event flyers and posters to over 100 local hotels, restaurants, and other businesses
- g. 200+ promotional signage
- h. 50+ event calendar listings resulting in massive digital exposure and google mentions

- i. Television commercials airing the 8 weeks leading up to the event on 20+ TV networks through Comcast Cable. This was the first time the DBCRA used Television to promote the event and it was impactful.
- j. 3 different promotional videos.
- k. Static promo signs and electronic dashboard signs in key City locations.
- l. Overall, the all-encompassing marketing campaign resulted in over 6.7 Million media impressions!
- m. Free calendar listings

Please see Publicity and Promotion report handout.

SOCIAL MEDIA

Real Time Marketing Group

1. Oversees all Social Media activity for the Event.
2. Run competitions and keep promoting event on Facebook and Website
3. Inform CRA and committee of Facebook and other internet activity regarding the event.
4. Design and Update Website, monitors website and makes changes.
5. Manage website security.
6. At Event: Engage online public during event days to drive them to attend
7. Work with RMA Consultant and CRA Administrative Coordinator to produce Facebook live posts
8. Provide event digital report updates
9. Provide final digital report after event

CREATIVE ARTS

Art N Soul

1. Coordinates Jury for Artists and Crafters show
2. Intensive Promotion starts 45 days before event date and posts frequency are about three times a day on average on the CRA Facebook pages.
3. Sign up judges for Art Show
4. Arrange for Art Show Awards
5. Manage, produce and coordinate all aspects of Performance Art.
6. Design and produce Vintage walls.
7. Follow up on Youth Art Competition with schools.
8. Source sponsorship. This year worked to obtain discounted cost for volunteer food from Panera Bread.
9. Pre Event Set Up: Assist Event Producer with Artist Load in on Field and Street
10. At Event: Work with Judges and coordinate prize distribution for Art Show
11. Schedule booth sitters volunteers for Art Show

BUDGET ITEMS NOT FINALIZED BY ACCOUNTING DEPARTMENTProvides insight into cost of event items

Overall Expenses	2017 Estimated	2017 Actual Expenses	2017 Sponsorships	Sponsorship Amount
Advertising (Print)	\$ 6,000.00	\$ 6,161.00		
Radio	\$ 5,000.00	\$ 5,000.00		
Signage and Printing	\$ 7,000.00	4,788.00		
Comcast	\$ 5,000.00	\$ 5,000.00		
Ice	\$ 200.00	\$ 300.00		
Electric	\$ 12,000.00	\$ 12,410.00		
Entertainment	\$ 10,000.00	\$ 10,000.00		
Al Huggins/Performing Arts	\$ 1,300.00	\$ 1,182.00		
Event Management	\$ 38,000.00	\$ 38,000.00		
Dumpster	\$ -		WM Sponsorship	
Barricades	\$ 1,000.00	\$ 610.00		
Restrooms	\$ 7,000.00	\$ 8,597.00	TBD	
Artists Awards	\$ 2,700.00	\$ 1,007.00	Youth Art - Need Artist	
City Employees staff support	\$ 1,200.00			
Radios	\$ 600.00	\$ 442.00		
Sound, stage and lights & Spin Doctors Rider	\$ 16,000.00	16,500.00		
Kids' Corner	\$ 100.00	\$ 107.00		
Kick Off Party	\$ 500.00		Jimbo's Food/Standing Ovations	\$ 1,000.00
City Permit Permits	\$ 1,100.00	678.00		
Gas Permit	\$ -		\$1,000 to be paid by GG	
Supplies	\$ 1,700.00			
Hotel	\$ 1,000.00	936.00		
Fire Attendant	\$ 500.00	\$ -		\$ 5,800.00
Décor	\$ -		By Standing Ovations	
Sanitation	\$ 5,000.00	\$ 5,068.00		
Tents, tables and chairs				
Walkways	\$ 14,000.00	\$ 19,885.00		
Security	\$ 3,500.00	2,508.00		
Police	\$ 6,500.00	\$ 4,244.00		

Overall Expenses	2017 Estimated	2017 Actual Expenses	2017 Sponsorships	Sponsorship Amount
Shuttle	\$ 1,200.00	\$ 1,265.00		
Chef Showcase	\$ 1,000.00	\$ 855.00		
Beverages	\$ -			
Parking Attendants	\$ 3,700.00	3,625.00		
Utility Gator Rental	\$ 500.00	\$ 425.00		
Merchandise	\$ 3,000.00			
Sand Sculpture	\$ 7,500.00	\$ 7,500.00		
Website	\$ -			
Artist ZAPP and Food	\$ 1,500.00	\$ 1,545.00		
Ribbons	\$ 100.00			
Tickets	\$ 100.00			
Videography		2,158.00		
VIP Food and Décor	\$ 3,000.00	\$ 1,800.00	Sponsor Trade	\$ 500.00
Volunteer Food	\$ 1,500.00	\$ 514.00	In kind \$400	
Subtotal	\$ 174,000.00	\$ 163,110.00	Minus Trade	\$ 7,300.00
			Minus City Contribution	\$ 10,000.00
			2017 Budget	\$ 164,000.00
			Actual 2017 Expenses	\$ -
			Over Budget	\$ -

REVENUE 2017

Revenue:

Food Concessionaire Paid	\$20,000	
Sponsors	\$27,600	
Artists/Crafters	\$11,740	
Merchandise	\$,702	
City Contribution	<u>\$10,000</u>	
	\$70,042	
	In-kind	<u>\$36,000</u>

SUGGESTIONS FOR EVENT'S FUTURE

1. Create a not for profit company to run the event. This may be run by community organizations such as the Dania Beach Chamber of Commerce, Dania Beach Improvement Committee, the Dania Beach Lions, Kiwanis and others. Examples of such organizations are Winterfest Inc., and the Fort Lauderdale St. Patrick's Day Parade.
2. Issue a notice to have the event financed and run by a Production Company and have that company pay Dania Beach for the use of Frost Park. In this case the event name should be changed.

3. Have the City produce the event.

Opportunities to increase revenue are,

- Increase Food Vendor fees (currently \$750 for a 10 by 10 space and \$350 for a cart and \$400 for a home based chef 10 by 10 space) Take an additional percentage of their earnings at the event. Food Concessionaire had 300 feet of space including the Bar.
- Focus on a simple Music, Art and Food Festival.
- Devise a separate fee for Bar Space. Remember that neither the City nor CRA can run a bar at the event or receive money from liquor sold.
- Fence the park and street and charge an entrance fee. Estimated cost of Fencing is \$5,000. This includes gates with wheels for the Street Art.
- With the agreement of the Casino, charge a parking fee
- Obtain more corporate support for sponsorship cash

Consider cutting costs such as

- Re configure the event to a one day Festival. It will be less expensive.
- Borrow a mobile stage. Note: This type stage will not be acceptable for national acts
- May be able to use less generator power if event is smaller.
- Eliminate Sand Sculpture, Performance Art, Chef Showcase,
- Eliminate videography.
- Eliminate Private Security during the daytime at event. Use that service only for nighttime.
- Eliminate walkways
- Eliminate Shuttle
- Eliminate outdoor Hospitality Lounge. Establish simple Hospitality reception in Recreation Center.

Dania Beach Community Redevelopment Agency (DBCRA)
Excerpts from the DBASC 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

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.