DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING
FEBRUARY 8, 2022 at 5:30 PM
PUBLIC MEETING AND PUBLIC COMMENTS PROCEDURE

The Dania Beach Community Redevelopment Agency (CRA) will be conducting a "Hybrid" CRA Board meeting in the Commission Chamber with limited public access and utilizing communications media technology ("CMT") for additional access, in accordance with Ordinance No. 2021-012, adopted February 9, 2021, and Resolution No. 2021-070, adopted May 11, 2021, related to conducting public meetings while under the public health emergency related to the spread of Novel Coronavirus Disease 2019 (COVID-19).

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

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

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

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

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

Participating in a public meeting using the video conference platform:

- Virtual attendance: Join Zoom via the browser and enter using the meeting ID; to be recognized during public comment, click "Raise my hand" in the software
- Telephone attendee: dial meeting phone number and enter meeting ID; to be recognized during public comment, dial *9 to raise your hand

For more information about this CRA Board meeting, please contact:

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

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

Instructions for Participating and Viewing
Dania Beach CRA Board Hybrid Meeting
February 8, 2022 at 5:30 PM

Through the City's Website:

Please click the link below:
www.daniabeachfl.gov/2654/Watch-DaniaTV

Through Comcast Channel 78:

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

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

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

Options for Viewing and Participating in the Meeting Using Zoom

Go to https://zoom.us/ to access the meeting from your device

Use this meeting link to join as an attendee: https://us02web.zoom.us/j/81108657139

Using your telephone
One tap mobile :
US: +19294362866,,81108657139# or +13017158592,,81108657139#

Or Telephone:
Dial (for higher quality, dial a number based on your current location):
US: +1 929 436 2866 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799

Webinar ID: 811 0865 7139

To raise hand and be acknowledged to speak:
1. Users who call in can dial *9 to raise their hand
2. If in Zoom, hover at the bottom middle of screen to see the raise hand option and click
3. Once you have been selected to speak, you may be prompted to unmute your device or this will be done for you.

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
HYBRID REGULAR MEETING
TUESDAY, FEBRUARY 8, 2022 - 5:30 PM

ANY PERSON WHO DECIDES TO APPEAL ANY DECISION MADE WITH REGARD TO ANY MATTER CONSIDERED AT THIS MEETING OR HEARING WILL NEED A RECORD OF THE PROCEEDING, AND FOR SUCH PURPOSE MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED.

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL TWO HUNDRED FIFTY DOLLARS ($250.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019; AMENDED BY ORDINANCE #2019-019)

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

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.

DECORUM POLICY FOR MEETINGS OF THE BOARD OF DIRECTORS OF THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY OF THE CITY OF DANIA BEACH, FLORIDA:

INDIVIDUALS WHO WISH TO MAKE ANY "CITIZEN'S COMMENTS" UNDER THAT PORTION OF THE CRA BOARD AGENDA, OR WHO OTHERWISE WANT TO ADDRESS THE CRA BOARD, MUST FIRST BE REGISTERED WITH THE CRA SECRETARY (CLERK) (FORMS ARE AVAILABLE OUTSIDE OF THE CITY COMMISSION CHAMBER AND MUST BE GIVEN TO THE CLERK BEFORE THE MEETING). OTHERS WHO WANT TO ADDRESS THE CRA BOARD ON ANY MATTERS MUST FIRST BE RECOGNIZED BY THE CHAIR. ALL SUCH PERSONS MUST USE THE PODIUM IN THE COMMISSION CHAMBER. NO MORE THAN ONE PERSON AT A TIME MAY ADDRESS THE CRA BOARD FROM THE PODIUM. COMMENTS ARE ONLY TO BE MADE TO THE CRA BOARD AND ARE NOT TO BE DIRECTED TO THE AUDIENCE OR CRA STAFF.

NO INDIVIDUAL SHALL MAKE ANY SLANDEROUS OR UNDULY REPETITIVE REMARKS, OR ENGAGE IN ANY OTHER FORM OF BEHAVIOR THAT DISRUPTS OR IMPEDES THE ORDERLY CONDUCT OF THE MEETING, AS DETERMINED BY THE CHAIR. NO INDIVIDUAL MAY SPEAK DIRECTLY TO OR ADDRESS THE CHAIR, BOARD MEMBER OR CRA STAFF: COMMENTS ARE TO BE ONLY DIRECTED TO THE CRA BOARD AS A WHOLE. NO CLAPPING, APPLAUDING, HECKLING OR VERBAL OUTBURSTS IN SUPPORT OF OR OPPOSITION TO A SPEAKER OR HIS OR HER REMARKS SHALL BE PERMITTED. NO SIGNS OR PLACARDS SHALL BE PERMITTED IN THE COMMISSION CHAMBER.

IF ANY PERSON'S CONDUCT AS DETERMINED BY THE CHAIR IS FOUND TO BE DISRUPTIVE OR INTERFERES WITH THE ORDERLY CONDUCT OF THE MEETING, THE PERSON MAY BE ASKED BY THE CHAIR TO LEAVE THE COMMISSION CHAMBER; IF THE PERSON DOES NOT LEAVE AND THE CONDUCT PERSISTS, THE CITY POLICE DEPARTMENT WILL BE REQUESTED TO ESCORT THE INDIVIDUAL FROM THE COMMISSION CHAMBER.

ALL CELLULAR TELEPHONES ARE TO BE SILENCED DURING THE MEETING. ALL PERSONS EXITING THE COMMISSION CHAMBER SHALL DO SO QUIETLY. (RESOLUTION #2020-CRA-006)

1. CALL TO ORDER/ROLL CALL

2. CITIZEN COMMENTS

Addressing the Commission: A thirty (30) minute "Citizen Comments" period shall be designated on the agenda for citizens and interested persons to speak on matters whether or not scheduled on that day's agenda. Individuals wishing to speak on a matter not included on the "Public Hearing" section of the agenda, which matter pertains to an item before the City Commission which requires a decision of the City Commission, may do so by signing in and submitting a form to that effect with the City Clerk prior to the meeting. Speakers at Public Hearings shall also submit such a form. Each speaker shall be limited to 3 minutes for his or her comments. If more than ten (10) speakers express a desire to speak, the Commission shall determine on a meeting by meeting basis whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

1. Administrative Reports

4. PRESENTATIONS

1. Presentation on affordable housing by Ralph Stone, Director, Broward County Housing Finance and Community Redevelopment Division - requested by Chair James

2. Introduction of Vanasse Hangen Brustin (VHB) CRA 2022 Plan Update Consultant

5. CONSENT AGENDA

1. Minutes:
   Approve Minutes of January 11, 2022 CRA Board Hybrid Meeting
   Approve Minutes of January 18, 2022 CRA Board Hybrid Workshop - Board Priorities

2. Travel Requests: None

6. PROPOSALS AND BIDS

1. RESOLUTION NO. 2022-CRA-002

   A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, SELECTING AN RFP RESPONDENT AND AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT FOR CONSULTING SERVICES TO UPDATE THE CRA PLAN WITH THE SELECTED CONSULTANT, VANASSE HANGEN BRUSTLIN, INC. ("VHB"), A FLORIDA CORPORATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

7. DISCUSSION AND POSSIBLE ACTION

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members

From: Michael Chen, Executive Director

Date: February 8, 2022

Re: Administrative Report

1. DANIA BEACH INNOVATION ECOSYSTEM

Background: An Innovation Ecosystem is complicated and has many different platforms to support entrepreneurs and early-stage ventures. The specific components that may be appropriate for any given ecosystem will vary, but will generally include:

- Education
- Location & Events
- Mentorship
- Incubation & Acceleration
- Funding
- Talent

Update: As the CRA continues to develop an entrepreneurial ecosystem and expand its business training programs through the Dania Beach Business Academy, we will need to utilize the services and expertise of SCORE Broward on a regular schedule. Therefore, there is a Proposal For Services on your consent agenda. Their proposal allows the CRA to choose the exact service needed at the exact time they are needed. Payment to SCORE Broward only occurs upon the completion of the services specified and approved by the CRA.

National Development Council (NDC) has requested for us to do a "rerun" of the **Passions To Profits** program. This is in alignment with our strategy to repeat successful Business Academy program annually. I am securing participation commitments from FIU and SCORE. The target date for this program is **April/May 2022**. We are working on other series such as, "How to Be First-Time Homebuyers," "Success in Global Markets," and "Advanced Business Strategies".

2. DANIA AFTER DARK

Update: According to Atlantic Studios, they received rave reviews from food trucks, vendors, and attendees! The crowd kept building – mostly from 7:00pm on – which was pretty much standard for DAD. In all, we estimate about 700 people wandered in through the night.

Hotel Dello had ingress/egress challenges. CRA Staff and senior BSO officers met with the hotel's GM, AGM, and DOS to discuss the issues. Lt. Tarala committed to station an officer at their Federal Hwy. one-lane entry to manage the two-way traffic flow during the hours when their SE 1st Ave. exit is blocked during the event. This solution satisfied the hotel manager and we will monitor the situation to assure smooth operation. The hotel was encourage to participate in the event.

To encourage and coordinate local business participation in the event, a revised event permit application was approved by the City Commission. The event area was expanded to include all businesses between Federal Hwy. and SW 1st Ave., from Sterling Rd. to Dania Beach Blvd.

3. SMITH STORE PROPERTIES: 701, 705, 711 SW 12TH AVE.

Background: The CRA owns three contiguous vacant parcels on JA Ely Boulevard. Together are commonly referred to as the Smith's Store properties (collectively "Sites").

Site 1. 701 SW 12th Ave. (formerly Smith's Store) (50' wide x 100' deep)

Site 2. 705 SW 12th Ave. (formerly a quadplex) (57' wide x 100' deep)

Site 3. 711 SW 12th Ave. (57' wide x 100' deep)

Update: The Smith Store Sites are cleared and ready for development. There are no outstanding EPA issues according to Broward County records. The construction plans are completed but have not been reviewed or approved for permit. Per the directions of the CRA Board at the January 11 Meeting, the CRA has drafted the RFP to solicit purchase/development proposals. The RFP is in review by purchasing and is expected to become active within the next 1 – 2 weeks.

4. PAINTED CROSSWALK PILOT PROGRAM

Update: At the direction of the CRA Board at the January 11 Meeting, the CRA has drafted the RFP to solicit proposals to design and perform the work associated with installing a Painted Crosswalks at the intersections of:

- Federal Highway (US1) and Dania Beach Boulevard
- Federal Highway (US1) and NW 1st Street
- Federal Highway (US1) and Stirling Road

The RFP is in review by purchasing and is expected to become active within the next 1 – 2 weeks. To understand the potential issues/challenges of this initiative, the CRA is having discussions with the Permit Engineer for FDOT, District 4.

5. ECONOMIC DEVELOPMENT ACTIVITIES

Securing City/CRA Event Sponsorships: The City and CRA have several upcoming events that need corporate sponsors, including the City's hosting of the Broward League of Cities, the City's State of the City event, and the CRA's Arts and Seafood Festival. This task benefits from and is an opportunity to develop relationships with our businesses and has been assigned to the CRA Business Attraction & Investment Manager. Commitments received by the Business Manager to date include:

Broward League of Cities Event (March 3)

CAP Government	$ 750.00
Port Everglades Association	$ 750.00
Dania Beach Casino	$ 750.00
WE ARE Mad Marketing	$ 750.00
Artesano Café	$ 750.00
Total	$3,750.00

Arts & Seafood Festival Event (April 2nd & 3rd)

FPL	$ 5,000
Dania Pointe	$ 2,500
Atlantic -Pacific Communities	$ 1,000
AD1 Global Properties (Wyndham & Tru Hilton Hotels)	$ 1,000
Economos (tentative)	$ 5,000
Total	$14,500.00

Pending Façade Grant inquiries: The documents for the revised CRA Façade Grant and streamlined application process have been approved by the City Attorney, CRA Attorney, and Finance Department. Grant applications are actively in progress with Gasper Arts Center, Gallery of Amazing Things Part 2, Shenanigans Eastside, and Freedom Health Foundation.

Arts District: According to the Dania Beach Economic Development Strategic Blueprint (April 2012) and restated in the 2015 CRA Plan (Goal 4), we should create and support a Dania Beach Creative Arts District along the Downtown/Federal Highway corridor.

Mad Art Gallery (485 S Federal Hwy): Multiple meetings have been held with the property owner to discuss the development of the parcel behind the galley. The concept is to construct a "pavered" arts walk, including gallery space, a 10,000sf building (adapted shipping containers) with a "food court" and shared commercial kitchens on the ground floor, a restaurant, coffee shop, and an outdoor amphitheater for live performances. The property owner is near ready to submit for a building permit. This will create the south end of an arts district as part of our arts plan.

110 NW 1st Street: Multiple meetings have been held with the property owner to discuss the development of the conversion on a warehouse/storage building into an arts and entertainment venue, including a high-end art gallery, a high-end photo arts gallery, a high quality photo printing operation, a coffee house, and restaurant(s). The property owner has started the rehab/conversion of the building. The owner plans to erect a

permanent canopy over his parking lot and host weekly events. He would also like to link with our monthly Dania After Dark events.

With a south end arts-based event venue, a north end arts-based venue, and Dania After Dark, we will create a a 6 – 7 block span of regular arts and entertainment attractions, thus finally creating a long sought Dania Beach Creative Arts District. Both of these projects are seeking financial assistance. We will work with those property owners to identify a fiscally responsible way to provide the catalyst support that will accelerate the creation of these venues and bring a proposed program to the Board.

Surplus Property: Background: According to Broward County Property Assessor records, the land parcel is 5,022sf, with a building of 2,512sf. Due to the CRA's ownership, the entire parcel is tax exempt. The building, a single-level detached duplex structure, was built in 1982. The property appears to have been boarded up since 2011.

The CRA is trying to structure a housing/income property opportunity for an individual buyer. The concept is to identify an individual who is willing and financially able to repair the building and make it inhabitable. The mandate would be for the buyer to occupy one unit and rent the second unit as an income property. The CRA will bring the concept to the Board when we are able to sort out the challenges and create definition for the program.

6. CRA PLAN UPDATE

Update: The members of the RFP Selection Committee discussed the responses and all the members felt all five proposals reflected first-class project teams with a solid understanding of the Scope of Work described in the RFP. The proposed cost of services among the five responses ranged from $79,500 to $168,867.

The Committee's recommended selection came down to our knowledge of each firm's reputation and experience with each firm's project manager and consulting team. On that basis, the Committee reached a unanimous consensus to recommend one firm – Vanasse, Hangen, Brustlin, Inc.

7. CRM Software

Update: The CRM software approved by the Board at the November 9 Meeting is set up and available to the CRA. The CRM, an acronym for Customer Relationship Management, is a valuable information and data management tool. CRA staff is in the process of software onboarding/training The following week will be wrap up and implementation.

8. THE PATCH

New Produce Prescription Program: The PATCH is participating in a Produce Prescription program which is an initiative to address the disproportional diet-related diseases among low-income Americans. It works by providing a coupon/prescription to buy and eat healthy fruits and vegetables using food as medicine. This program was developed by Wholesome Wave, a non-profit organization, which attests to being built to solve nutrition insecurity.

Currently, there are only two active Produce Prescription Programs operating in Florida. The Dania Beach PATCH, along with other collaborators, was selected as an ideal partner to launch the program in the South Florida region. Our partners, University of Florida Institute of Food and Agriculture Science (UF/IFAS), American Health Association, Memorial Health Systems, and the Mobile School Pantry, have been working through the last month of 2021 to plan the program's launch in February 2022.

We look forward to continuing to be a leader in strengthening our local and regional food systems through action and advocacy and building partnerships that make a more resilient Broward county.

Through the current UHP grant the CRA has been able to retain PATCH consultants Jaime Castoro and Nattaliah Earle and they are assisting PATCH staff with the launch of the program. This will be similar to our CSA PATCH in the Box program where participants will be able to purchase PATCH grown vegetables on a pre-paid pre-scheduled basis.

The first phase of the Program will run from February to July 2022. We will be participating once a month and selling produce boxes for $20.00. EBT/Snap cardholders will be charged $10.00 and the USDA will pay the difference through the Feeding Florida grant.

Educational Activities: A group of students from Attucks Middle School will be visiting the PATCH in February to work on a Gardening project They have requested training in vertical gardening, irrigation techniques, rain barrel collection, how to prune, plant seeds, weed, and composting. This will be the School's second educational tour of the PATCH

The PATCH staff has worked with Collins Elementary on developing a garden at the School. In the past we provided Gro Bags and soil for a startup garden. We are about to visit the school and work with students to renourish their grow bags and start a new planting season.

Volunteers: We are continuing to receive much needed volunteer support for the PATCH. In January we had volunteers from Amazon and Nova Southeastern University among others. The Temple Beth Soleil of Hollywood will be holding their second volunteer day at the PATCH on February 27, 2022.

Grant Reports: The CRA worked on final reports for two PATCH Grants that concluded in 2021, the United States Department of Agriculture, Farmers Market and Local Food

Promotion Program, grant, and the Frank A. DeLuca Foundation grant. We are awaiting final feedback from both organizations.

9. THE DANIA BEACH ARTS AND SEAFOOD CELEBRATION

The Dania Beach Arts and Seafood Celebration will be held on April 2nd and 3rd (50 days), at Frost Park. A Special Event Application is on the Dania Beach City Commission February Agenda for approval. Artists, volunteer, and food vendor registration are all open and interested persons may apply online at daniabeachartsandseafoodcelebration.com/.

As we continue to seek sponsorship we are pleased to advise that The Casino at Dania Beach has once again committed to be our Stage Sponsor and will be providing parking for the event. The Casino is at our Starfish sponsorship level at $5,000. FPL has increased their sponsorship level to Starfish as well in the amount of $5,000. A full report on the event will be presented at the March CRA Board meeting. A copy of the February Arts and Seafood Celebration Dania Press Ad is attached to this report.

APR 2
SAT 11-8 PM

APR 3
SUN 11-6 PM

FROST PARK | 300 NE 2ND ST
DANIA BEACH, FL 33004

FREE EVENT
AND FREE PARKING

LIVE MUSIC + GREAT FOOD + ARTISTS

FOR MORE INFORMATION
CALL US AT: 954.924.6801

FOOD VENDORS, ARTISTS, + VOLUNTEERS REGISTER AT:

DaniaBeachArtsAndSeafoodCelebration.com

DaniaBeachArtsAndSeafoodCelebration.com fb.com/DaniaBeachArtsAndSeafoodCelebration

THE CASINO @ DANIA BEACH FPL DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY DANIA BEACH SEA IT. LIVE IT. LOVE IT.

DANIA BEACH PATCH

PEOPLE'S ACCESS TO COMMUNITY HORTICULTURE

1201 WEST DANIA BEACH BLVD

FARM & MARKET

Let Us Be Your Valentine

A VERY HAPPY VALENTINE'S DAY FROM THE DANIA BEACH CRA AND THE PATCH

Online Sales Available

SHOP LOCAL • EAT LOCAL

EBT/SNAP RECEIVE 50% OFF FLORIDA-GROWN PRODUCE

SHOP FRESH • NON-GMO • ORGANICALLY-GROWN PRODUCE AT UNBEATABLE PRICES!

ThePatchGarden.com | info@thepatchgarden.com

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

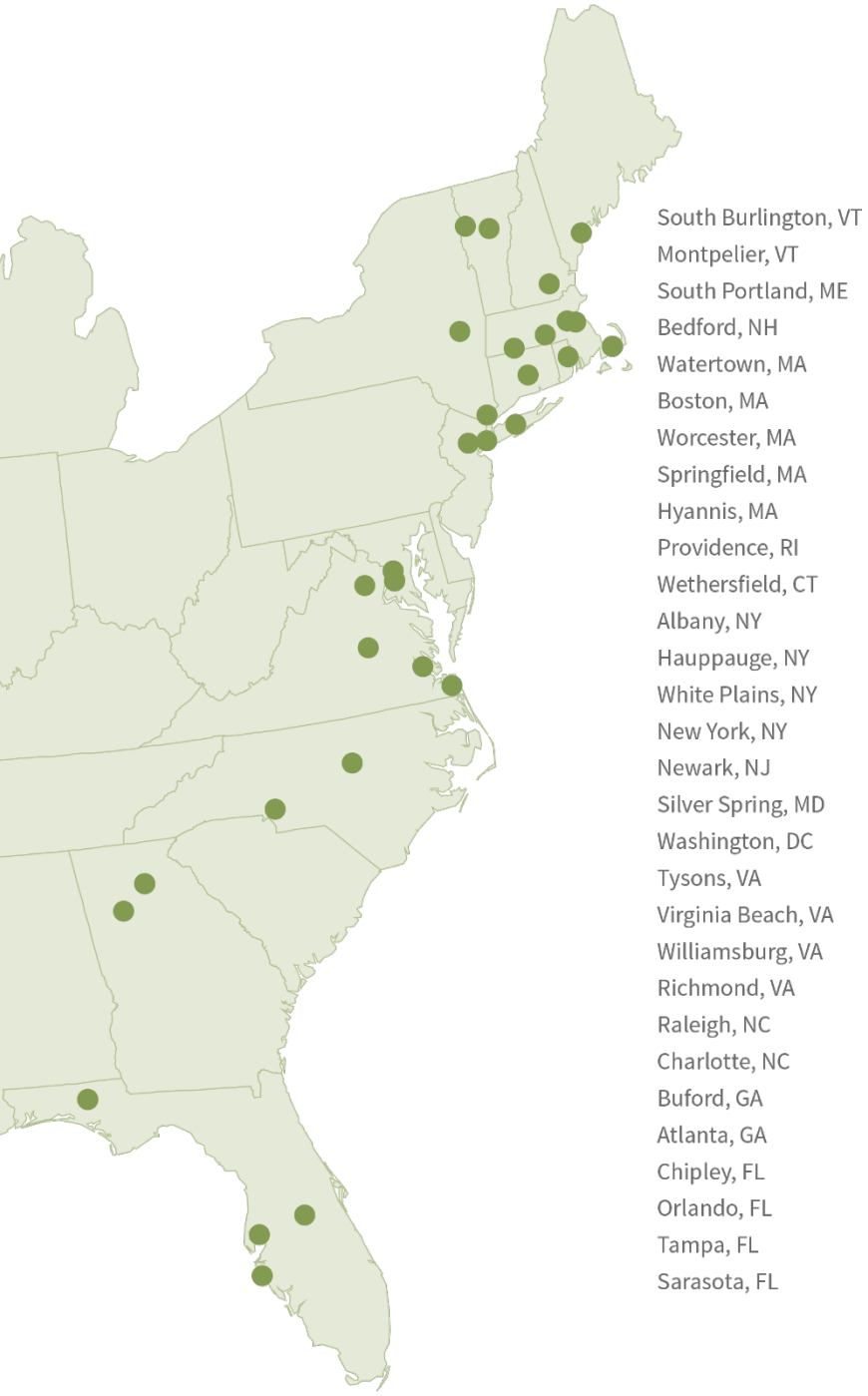
10 Celebrating 10 years UHP Urban Health Partnerships

Fresh Access BUCKS

RFP #CRA-21-031
Consulting Services for the Update of the City of Dania Beach Community Redevelopment Agency Redevelopment Plan

Presentation By
VHB

February 8, 2022



South Burlington, VT
Montpelier, VT
South Portland, ME
Bedford, NH
Watertown, MA
Boston, MA
Worcester, MA
Springfield, MA
Hyannis, MA
Providence, RI
Wethersfield, CT
Albany, NY
Hauppauge, NY
White Plains, NY
New York, NY
Newark, NJ
Silver Spring, MD
Washington, DC
Tysons, VA
Virginia Beach, VA
Williamsburg, VA
Richmond, VA
Raleigh, NC
Charlotte, NC
Buford, GA
Atlanta, GA
Chipley, FL
Orlando, FL
Tampa, FL
Sarasota, FL

Meet VHB

1,600 passionate professionals
including engineers, scientists, planners, and designers

Founded in 1979

30+ locations on the east coast

Core services

Transportation planning & engineering
Land development
Planning & design
Environmental
Applied technologies

Markets

Transportation agencies
Real estate
County and local governments
Institutions
Federal government
Energy

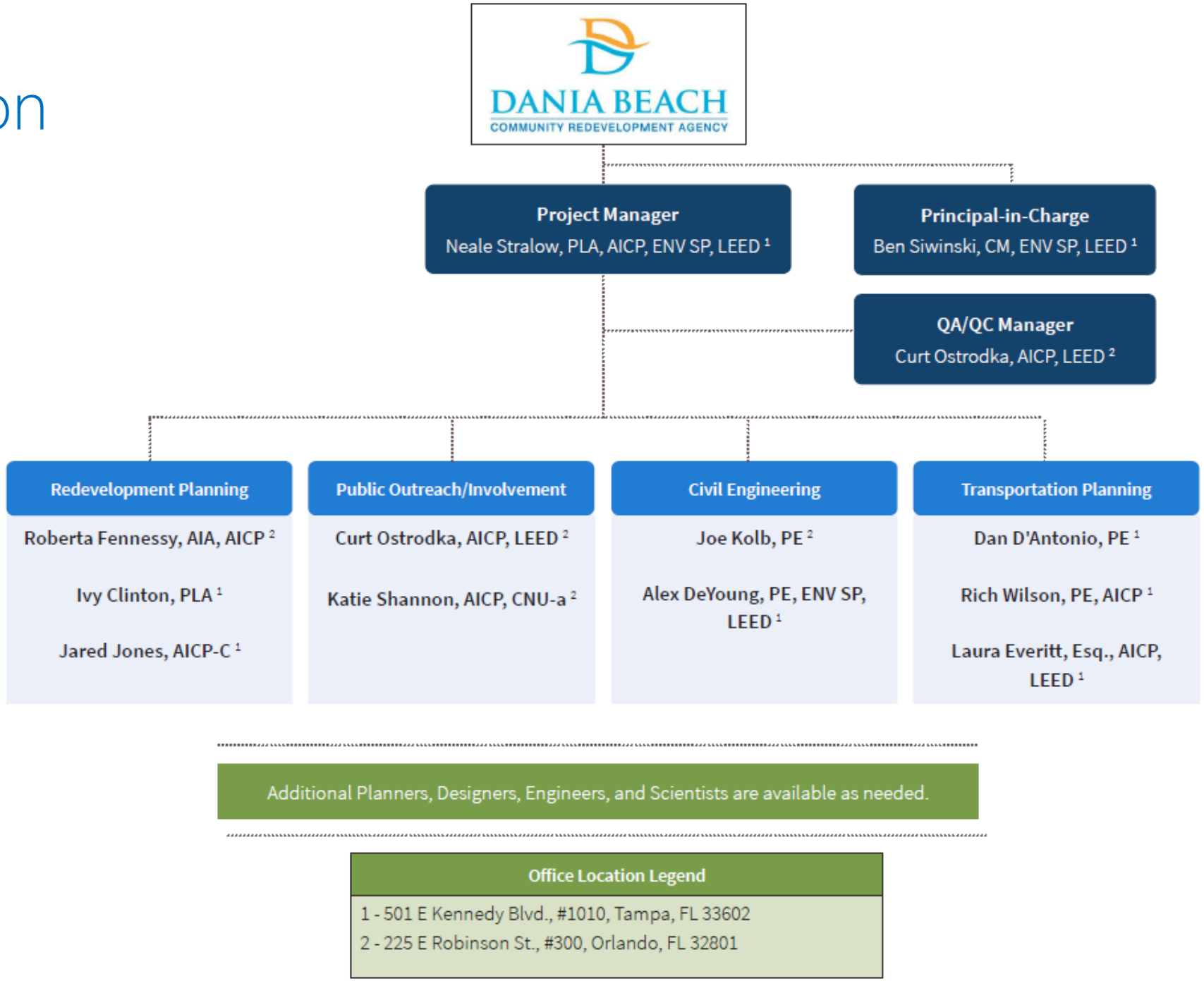
VHB Core Values

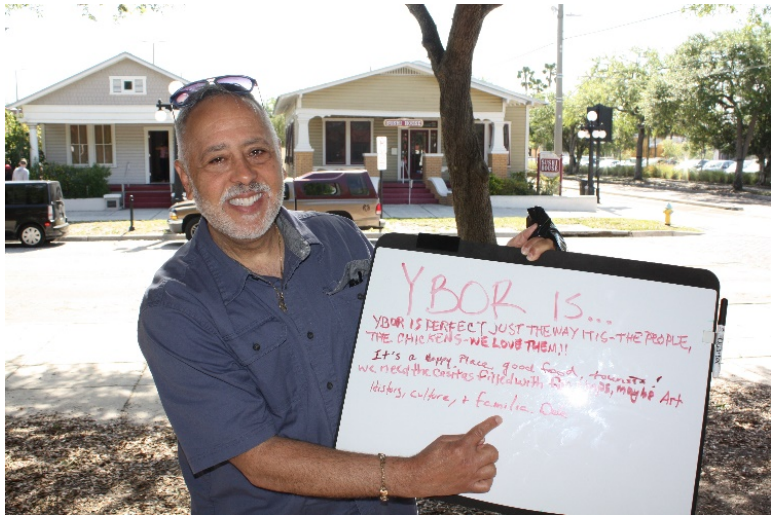
- Integrity
- Balance
- Quality
- Diversity
- Collaboration
- Superior Financial Performance
- Stewardship
- Learning & Development

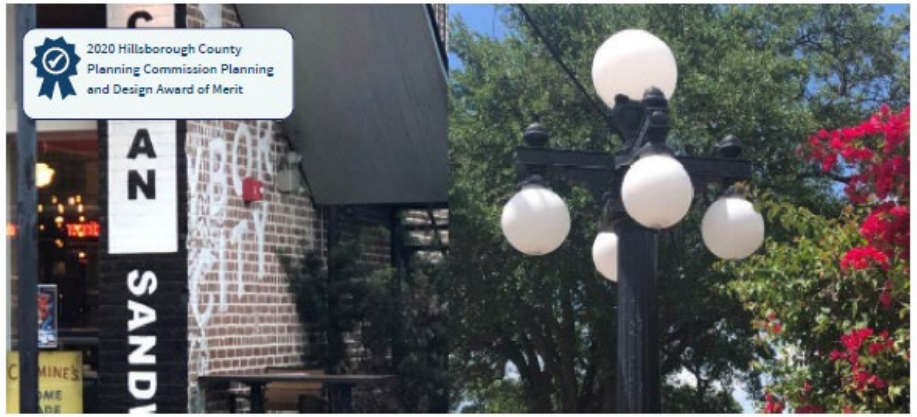
VHB Organization

- Florida CRA Experience
- Technical Resources
- Bench Depth

"I hope and look forward to working with VHB in the future, specifically Mr. Stralow."
- Ms. Courtney Orr
Ybor City CRA Manager







Ybor City CRA Vision 2020 Master Plan

Tampa, Florida

Florida Statute compliant plans

Client
City of Tampa, Ybor City Development Corporation and Hillsborough County Planning Commission

VHB Schedule
Started: Jan. 2019
Completed: Nov. 2019

Project Budget
$75,000

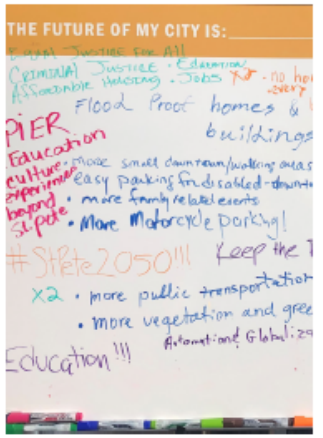
Proposed Key Team Members Involved
Neale Stralow - *Project Manager*
Ben Siwinski - *Principal-in-Charge*
Curt Ostrodka - *Public Engagement*
Jared Jones - *GIS Services*
Alex DeYoung - *Infrastructure*
Rich Wilson - *Transportation Planning*

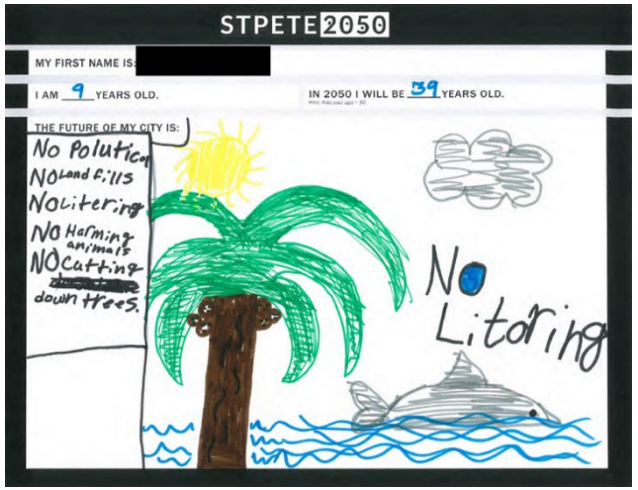
VHB worked with the City of Tampa, Ybor City Development Corporation, and Hillsborough County City-County Planning Commission on updating the Community Redevelopment Area's master plan, which included strategic actions to be completed within a short-, mid- and long-term time frame.

The vision plan update is based upon substantial community engagement and specific existing condition assessments that documents both the successes and shortcomings existing within Ybor City's National Historic Landmark District.

The District already had an ideal cultural environment that attracted talented people, merchants, and companies interested in its authentic and distinctive character. To better adapt to the changing economic conditions and increasing development trends, however, investments were made in social initiatives, educational programs, incentive programs, and infrastructure. The Ybor City Vision 2020 Master Plan identified its own competitive advantages and positioned the District to achieve its vision.

Through a series of assessments and discussions, backed by real-world experience and values, the Plan Update has become a clear road map that will help decision makers, developers, property owners, residents, and businesses make the decisions necessary to achieve the community's own consensus-driven vision. VHB implemented an approach that is efficient, based upon market, design, and engaged community perspectives.





StPete2050 Vision Plan

St. Petersburg, Florida

2021 APA Florida Award of Excellence in Comprehensive Planning - Large Jurisdiction

Client
City of St. Petersburg

VHB Schedule
Started: September 2019
Completed: January 2021

Project Budget
$516,000

Proposed Team Members Involved
Neale Stralow - *Project Manager*
Ben Siwinski - *Principal-in-Charge*
Curt Ostrodka - *Public Engagement*
Jared Jones - *GIS Services*

The City of St. Petersburg is a thriving and eclectic community of more than 260,000 residents. It is diverse demographically, economically, and culturally and prides itself on being a welcoming and engaging community. The community includes a vibrant downtown, beautiful neighborhoods, rich historic resources, miles of shoreline, world-class cultural institutions, award winning parks and recreation systems, and a collection of unique destination districts that feature healthy local businesses. The city has a long history of being proactive about its future including physical development and redevelopment, economic development, mobility, infrastructure, sustainability, arts and culture, education, healthy lifestyles, healthcare, and more.

The City embarked on its next master planning effort – one that measures progress attained from the 2020 Vision Plan and charts an expanded Vision for sustainable, resilient, and equitable growth through the next three decades. The City has done a tremendous amount of work in recent years to enable this next phase of the master planning process in conjunction with related efforts including the Integrated Sustainability Action Plan (ISAP), led by VHB, Integrated Water Resource Management Plan, Grow Smarter Strategy, and numerous special area plans.

The Vision 2050 Plan fully engaged the community in the broadest means possible (partially within the COVID-19 pandemic) and leveraged existing assets and resources into actionable solutions that integrate the elements of land use, natural and cultural resources, watershed protection, housing, economic development, open space and recreation, public services and facilities, and transportation.

CRA Plan Update for Dania Beach

DANIA BEACH CRA UPDATE - Draft Project Schedule (January 25, 2022)	2022
	Feb	Mar	Apr	May	Jun	Jul	Aug
TASK 1.0 REVIEW CRA AND CITY DOCUMENTS, ATTEND KICK-OFF MTG							
1.1 CRA Contract Award Mtg (2/8/22)							
1.2 Document Review							
1.3 Kick-off Mtg w/ CRA Staff							
1.4 Mtg w/City Community Development Staff							
1.5 Mtg w/ City Public Services Staff							
1.6 Background Report Approach Memo & Schedule to Staff							
TASK 2.0 CITYWIDE DEMOGRAPHIC AND ECONOMIC ANALYSIS / EVALUATION OF CRA NEIGHBORHOODS							
2.1 Review of Existing Data							
2.2 Neighborhood and Consumer Demand Analysis Report							
2.3 Business Sector Analysis Report							
2.4 Stakeholder Focus Groups (3)							
2.5 SWOT Analysis Report							
2.6 Enhanced Neighborhood Framework Report							
2.7 Economic Development Background Report							
TASK 3.0 COMMUNITY ENGAGEMENT							
2.1 Public Engagement Plan Memo							
2.2 Event / Mtgs / Workshop (April) - TBD							
2.3 Public Engagement Reporting							
TASK 4.0 DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN AND IMPLEMENTATION PLAN							
4.1 Realistic and Implementable Goals, Objectives and Strategies							
4.2 Identify, Evaluate and Prioritize Projects							
4.3 Developing Plans of Action							
4.4 Implementation Strategies							
4.5 Monitoring and Evaluating Outcomes							
TASK 5.0 CRA BOARD MEETING AND CONFERENCE CALLS							
5.1 Meetings w/ CRA Staff and Business/Community Groups (Bi-weekly calls)							
5.2 CRA Board Public Meetings (Regularly 2nd Tuesday of Month. VHB will attand 2 mtgs.)							
TASK 6.0 FINAL CRA PLAN UPDATE AND IMPLEMENTATION STRATEGIES							
6.1 Draft CRA Plan Update							
6.2 Final CRA Plan Update							
6.3 Presentations (2 CRA Workshop Presentations)							

In Closing

The VHB team has the experience in creating Florida CRA plans, and includes the technical resources needed to deliver the Dania Beach Plan Update by working with the CRA, Staff, Residents, and Property Owners.

MINUTES OF HYBRID MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JANUARY 11, 2022 – 5:30 P.M.

1. Call to Order/Roll Call

Chair James called the meeting to order at 5:33 p.m.

Present:

Chair:	Tamara James
Vice-Chair:	Marco A. Salvino, Sr. - via virtual attendance
Board Members:	Joyce L. Davis
	Lori Lewellen
	Lauren Odman - via virtual attendance
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
CRA Secretary:	Thomas Schneider

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

3.1 Administrative Report

Director Chen reviewed the information included in the agenda packet, consisting of updates on the Dania Beach Innovation Ecosystem (the Dania Beach Business Academy; related item on tonight's Consent Agenda), Dania After Dark (revised special permit application on tonight's City Commission agenda), Dania Beach entering international markets, economic development activities (new business resources webpage, new business additions, and pending façade grants inquiries), the CRA Plan Update (the RFP Selection Committee reached a unanimous consensus to recommend Vanasse, Hangen, Brustlin, Inc.), and the PATCH (grant reports, December events, and the Vertical Hydroponic Gardening pilot program).

4. Presentations

There were no presentations on this agenda.

5. Consent Agenda

5.1 Minutes:
Approve Minutes of December 14, 2021 CRA Board Virtual Meeting

5.2 Travel Requests: None

5.3 RESOLUTION NO. 2022-CRA-001

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 THE PROPOSAL FOR SERVICES WITH SCORE BROWARD, A FLORIDA NONPROFIT ORGANIZATION; AND TO WAIVE COMPETITIVE BIDDING AS THE SERVICES TO BE PROVIDED ARE FROM A SOLE SOURCE PROVIDER; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

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

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 CRA Executive Director evaluation

Chair James asked the Board for their comments.

Board Member Davis noted she did her homework and was able to log her concerns. She was looking to have more benchmarks to document overall with the partnerships undertaken by the CRA to indicate what we wanted to get out of the programs. Overall, she thought the Executive Director was doing an excellent job and with this additional information, will do even better.

Board Member Lewellen said Director Chen came into his position in the middle of a pandemic. She would like to see some things tied in together in our relationships and moving the relationships to a new level. It is not just promoting the City but bringing things back to us; there is still time to do this. She is pleased with the communication with the Director and with what the Director has with the City. She would like the CRA as a group to come together to determine what they want to see, but she felt we are on the right track. She addressed possibly increasing benefits for the Director.

Board Member Odman noted she and Director Chen do not talk very often; there were trust issues at play, but they have an agreement that they both want to see the best for the CRA. It has been a challenge for her to communicate with him to effectively get across what she wanted to see happen in the CRA and for the CRA. Some of it could be accounted for by the lack of

interaction in City Hall with the pandemic. She is hopeful they work on their relationship over the next year and on the things she would like to see happen in the CRA.

Vice-Chair Salvino said he has spoken to Director Chen many times about issues in the CRA; they have had their differences, but he has watched Director Chen change. Director Chen is very extensive on the programs he is developing, and he would like to see the CRA projects completed. It has been difficult with the pandemic. He felt that we should extend the contract or give a cost of living raise or adjust his benefits and let him prove himself and possibly evaluate him again.

Chair James noted she was very excited to bring Director Chen on, but they have disconnects and he is aware of those. She would like to see the same passion he has for the PATCH Mission to Market spread out to all the CRA projects and aspects. She wants to see more tangible things so she can see what the CRA is doing; things do take time. The Strategic Plan is great, but we cannot wait on it to take the CRA forward. Some areas have fallen to the wayside. Her expectation is that we hit all the points in the CRA Plan. She also does not have the type of relationship she would like to have with the Director. To her, not enough has been done; we do not have to stop to focus on one thing. She spoke about diversity in housing and safety, as well. She is looking forward to a better relationship with the Director and improved relations between him and the stakeholders in the CRA district, and communications with the stakeholders.

Director Chen thanked the Board and thanked them for the conversations he has had with each of them. He is definitely interested in finding ways to work closer with the Board. He felt he has been addressing a good range of the CRA Plan and his objective is to continue the work started.

Director Chen noted an in-person quorum has not been achieved for the workshop scheduled on January 13th.

Chair James said we could re-schedule now.

Vice-Chair Salvino commented he would like to give Director Chen an extra week of vacation pay.

Chair James noted she is opposed to this.

Board Member Lewellen said she favors it because it shows we have confidence in him, and we support him.

Board Member Odman commented she would not be in support of this. She has spoken to Director Chen only a handful of times and does not know how this would be justified. At this time with everything going on with COVID, she would not support this.

Board Member Davis said she wanted to be sure we are being consistent and referenced the City Manager's contract. She would be in favor of it, and she explained her reasons.

The consensus of the Board was to give Director Chen an extra week of vacation pay.

Chair James asked the Board to look at dates for the re-scheduled workshop.

The Board agreed to hold the workshop on January 18th at 5:00 p.m.

7.2 Smith Store Property

Director Chen reviewed the information included in the agenda packet and noted staff is requesting Board approval to proceed with Recommendations 1 and 2 as outlined in the Director's memo.

Chair James noted it takes a unanimous vote to change from single-family homes to townhomes as this is the stipulation of the restrictive covenants. She does not agree with the townhomes concept of it and would not agree to changing from single-family homes. Some of the qualifications seem to be unfair and she addressed the down payment assistance component in the recommendations. She also disagrees that each house must qualify as a minimum of a four-person household.

Board Member Odman said she has a problem with a four-person minimum.

Director Chen explained the sale price criteria is set by the cost of the house. This is not a big point to him in his recommendation, but these properties are very large lots.

Board Member Odman questioned why a mother and one child would want a four-bedroom house.

Director Chen noted that is a HUD qualification regarding a minimum of four people. If the Board would like to change this, they could.

Discussion ensued.

Director Chen noted there might be confusion caused by the way he wrote the memo and explained the HUD requirements.

Chair James asked if the language could be changed without adding any additional criteria and not requiring at least four people in the household.

Vice-Chair Salvino noted he does not have an issue, but the thing with bigger families on bigger lots makes sense. He explained why the restrictions came about initially.

Board Member Lewellen felt the intent was trying to bring in first responders and she does not have a problem with the incentive. This could be something for further discussion or brought to the Board's attention.

Board Member Davis addressed the four-person household and the $10,000 down payment assistance. She does not have a problem with this but does not think we should discriminate and perhaps we should broaden the category beyond first responders.

Board Member Odman said she supports keeping it to include service workers and possibly broadening it like Commissioner Davis mentioned. She looks at it as an incentive for these people to come to Dania Beach.

Chair James noted the City Attorney would get with Director Chen and would come back with language that does not limit it to four persons per household. She repeated she does not like the HUD standards and wants to make sure we have a clear definition of what those are. She does not agree with giving down payment assistance to only certain people, but that is the will of the Board.

City Attorney Boutsis said for clarification, EMS, and nursing and all the examples Board Member Odman gave are already covered in this definition. Unless there is something new to add, she would leave the definition as is if that is the will of the Board.

Director Chen noted he made recommendations in two stages: to get direction and move forward to develop the housing RFP so we can initiate the actual projects to be constructed; and whether the Board would be interested in exploring a unanimous vote to override the single-family housing. It is a separate discussion and decision from the first. He said Chair James has been clear on her position and it does require a unanimous vote of the Commission to change that as a covenant on the property. If there is not a unanimous decision to bring it to the City Commission, then he suspects there is not a chance of success of the vote of the Commission. The Board can deny the second recommendation and it is the end of the conversation of that.

Chair James said she already stated how she feels about that, so we can move on.

8. Board Member Comments

Board Member Davis welcomed City Attorney Boutsis aboard, and thanked and congratulated Director Chen for his first year and successful evaluation.

Board Member Lewellen thanked Director Chen for this year and said she looks forward to working with him in the future. She welcomed City Attorney Boutsis.

Board Member Odman asked if she and Vice-Mayor Salvino needed the Board's approval to be excused for not being in-person for this meeting.

City Attorney Boutsis recommended that be done just for the formality of the two appearing virtually because of illness.

Board Member Lewellen motioned to excuse Vice-Chair Salvino and Board Member Odman from being physically present at this meeting; seconded by Board Member Davis. The motion carried unanimously.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair James adjourned the meeting at 6:37 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY

_____
THOMAS SCHNEIDER, CMC
CRA SECRETARY

_____
TAMARA JAMES
CHAIR – CRA

MINUTES OF HYBRID WORKSHOP – BOARD PRIORITIES
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, JANUARY 18, 2022 – 5:00 P.M.

1. Call to Order/Roll Call

Chair James called the meeting to order at 5:00 p.m.

Present:

Chair:	Tamara James
Vice-Chair:	Marco A. Salvino, Sr. – via virtual attendance
Board Members:	Joyce L. Davis
	Lori Lewellen
	Lauren Odman – via virtual attendance
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
CRA Secretary:	Thomas Schneider

2. Items for Discussion

2.1 Board priorities

Director Chen noted the CRA is very well developed with projects and programs currently and he addressed everything that is underway. The Board should keep in mind timeframes when they discuss priorities because currently, the CRA staff is over capacity.

Chair James questioned what the CRA software is.

Director Chen responded it is database and contract software.

Discussion ensued on the current CRA projects and programs.

Chair James noted she does have some priorities she would like to see undertaken even with staff at capacity.

Board Member Odman said she would prefer Director Chen let the Board know as over capacity is happening and not after it has happened. It would be helpful as he gives his report that he let the Board know.

Board Member Lewellen felt Director Chen was letting us know where he is right now. Her concern is that adding additional projects at this time would impact the CRA budget, so she does not know if additional projects should be undertaken immediately.

Vice-Chair Salvino commented the best solution we could do now is if we want to add things to the list, it could be the B list since the A list is already underway. Director Chen should report back when a project has been completed so that we can reevaluate where we are with the budget and the B list.

Board Member Davis agreed with the other Board Members; we are not always able to balance all the projects. One of her priorities is to create an art district; the conversation could be started although it does not have to happen right now. There are different opportunities whether we have a deadline or not.

Chair James said she does not want us to confuse City capacity with CRA capacity. The CRA projects are projects that are ongoing. The ideas or things we come up with can be put out there for discussion and we can prioritize three. She is not saying it must be done tomorrow. Regarding funding, our Finance Director told us there is wiggle room within reason. She said in talking about expanding Dania After Dark (DAD), NW/SW 1st Avenue, could be made an art type of walkway. She is thinking of something that we can showcase and that may be an opportunity.

Board Member Davis agreed with expanding DAD along NW/SW 1st Avenue and really make it its own destination. She would like to unify that entire area to make it a destination with live music. We have a real opportunity to make that area a mini destination with public art for our residents.

Vice-Chair Salvino commented it is a great idea to vitalize NW/SW 1st Avenue and make people come to the street. He added when we used to do the OASIS cleanups, everybody liked to be involved in them.

Chair James agreed the OASIS cleanups were a good idea and she would like to bring them back.

Director Chen noted the lists he read are active, ongoing obligations. Commissioner Davis is correct; simply because we have a lot of projects, that does not mean we stop answering the telephone. He has a meeting next week about a central arts hub and has already talked to Atlantic Studios. Also, last week, he had a conversation about an art hub in another area.

Chair James said Director Chen might want to check with his CRA staff; we have had artists hanging sculptures and he may want to consider this as well as live art.

Director Chen said creating an art hub is in the CRA Plan; staff is very anxious to see this, and they are working towards it.

Chair James asked if he could bring back to the Board ideas for NW/SW 1st Avenue.

Director Chen felt we could better leverage private sector investments for this corridor, and he will keep the Board up to date on conversations they have. He thinks it will become a reality in the future.

Board Member Lewellen noted she knows that FDOT would have a problem with us doing something on US-1; NW/SW 1st Avenue would be a better idea and she questioned if something was already in the works.

City Manager Garcia commented several months ago, she had conversations with the Deputy City Manager, and she would be amenable to looking into our reserves to hire a consultant to do an assessment of the corridor.

Chair James asked that the cost for a consultant be provided.

Director Chen agreed this is a good idea and spoke of the Complete Streets programs. He had talked to FIU to get Interact at the same table with Community Development with the idea of doing a street program and then have FIU investigate funding.

City Manager Garcia said we can apply for funding. It would be a good investment for the City, and we must make sure we put in place a game plan for the antique places to fade away in the sunset. FDOT will not let us on US-1 so we should look at the back of the house.

Chair James noted before we have consensus, she wanted everyone to speak.

Board Member Odman questioned what we wanted the consultant to do.

Chair James said the consultant would assess the whole street to see what opportunities are there and develop a vision of what is possible as it relates to art. Because of traffic concerns, we must create a more walkable town even if it is art pavers in the street to showcase the City.

Board Member Odman asked if any of that would be covered as we have the consultant for the Art in Public Places and if there would be overlap.

City Manager Garcia said we are talking about the entire street to be a corridor. The consultant would do an assessment to create an art and entertainment district all the way from Stirling Road to old Griffin Road.

Board Member Odman questioned if there would be any overlap with the consultant for Art in Public Places.

City Manager Garcia noted Assistant Community Development Director Lajoie would give a presentation at the next Commission meeting. The Art in Public Places board would pick and choose the pieces of art. She addressed what the consultant for the corridor would do and noted there could be some overlap.

Board Member Odman said if the Board thinks it is best, she will support it.

Chair James said one thing that is vitally important is every decision we make now has consequences for years to come. When the CRA was first created, we really changed the code

and made developers want to come here. These types of things, 20 years down the road, people who want to come invest is because of the decisions we make. Regarding the crosswalks, not the decorative ones, when we talk about public safety, she is very concerned with pedestrians crossing the railroad tracks on NW 1st Street and on West Dania Beach Boulevard. There is a safety component to much-needed improvements at the crossings.

Director Chen spoke of the railroad crossways and said he thinks Chair James' idea is a very good one. It will take money, but it would be very good for our neighborhoods.

Chair James thought the cost brought back to the Board was $200,000; she is willing to give this for the safety of our residents. She thought perhaps Director Chen could go back and check into this with the FEC railroad.

Director Chen said he could explore this and consult with our Public Services Department. It may be a matter of extending the pavement four feet on either side of the street so people do not have to walk in the street.

Vice-Chair Salvino recalled going through this four years ago. He remembers a question came up with this; the FEC had to be involved and we questioned why they were not paying for it. There have to be options for the FEC to help us pay for this and he felt there is an obligation for them to help pay for it.

Chair James said it definitely has to be ADA accessible. This is not a request for funding but is a priority and we can investigate funding.

Board Member Odman asked if anyone has contacted Brightline. We have had two safety issues in Dania Beach, and she knows they have done things in other municipalities to make improvements. She questioned if we could reach out to them.

Director Chen agreed this would be good to investigate and we could reach out to Brightline.

Board Member Lewellen said a lot of times when a company has a safety issue, they set up a fund, so maybe they have, and we could access that. It never hurts to ask. The other option is the infrastructure bill; money came in from that and the MPO may be a viable source.

Chair James asked if there would be a five-year wait period.

Board Member Lewellen responded she does not know; there could be but since it is safety related, it may not take that long.

Chair James noted she has a recommendation that if this is prioritized, then we can talk about the options of getting it funded.

Director Chen addressed the painted crosswalks; he is reaching out to the FDOT district office. Meanwhile, he is in process of writing an RFP so we can get an idea of what it might cost. As soon as he finishes it, it will be reviewed by Legal and could be out very soon.

Chair James spoke of a business district in the NW section; there are significant stakeholders who would like to see a business district. It would help Director Chen's relationship with the community and help the Board envision its reality.

Director Chen noted he is very interested in meeting with the community; it has been an interesting year with COVID. He wants to develop conversations with the community. He hopes to start the CRA Plan meetings in February and the target date would be July. The consultants will have heavy communication with the community. Dania Village is what he calls the NW/SW 1st Avenue corridor, and he wants the consultants to look at this for the CRA Plan.

Chair James asked what his current plan is for business retention and attraction in our CRA area.

Director Chen said some of it is possible with our CRA Façade grant program; many of our programs are part of this strategy. The Dania Beach Business Academy is meant to help businesses already here and to help attract businesses elsewhere when their leases are up. He said the phone is ringing more and more. He does not know if it is Dania Beach's reputation as a whole, but it is being elevated and we have started to get more recognition. We have at least three or four initiatives that combined are helping our business retention and attraction. He had an award-winning academy in Fort Lauderdale, and Dania Beach's program is better.

Board Member Odman commented she remembers with the City we were having the Chamber do monthly updates. Perhaps Business Attraction & Investment Manager Harris could once a month give an update of what businesses have been brought in or recruitment undertaken and asked if this is something that could be done.

Director Chen said it is actually in practice, but we can expand our monthly report. No business wants its details of what they are doing revealed, but we can provide generic details and let the Board know when they open for business.

Board Member Odman noted residents would like to see what businesses are opening; she understands he cannot reveal their plans.

Director Chen said we can expand our economic development activity report and can also report on businesses we have lost to another city. He can give the Board the information that is understandable to understand the market.

Chair Lewellen commented we have a lot of empty buildings with for lease and for rent signs. She questioned sending an email or flyer to businesses that have already participated in the academy with a list of what we have available for rent and lease. This would tie it back to the Business Academy for businesses to come here.

Director Chen noted he would like to have the Business Academy get a little more traction; once that happens, people will follow it as a resource for their business. He agreed with Board Member Lewellen and said he will bring programs forward to the Board that will address the vacancies.

Chair James summarized that the RFP is going out for the crosswalks and the other projects were the NW/SW 1st Avenue Complete Streets art district and the crosswalks with FEC.

Director Chen said we will take this on; these are important projects with a target that we bring the Board back information.

City Manager Garcia noted Finance Director DiPaolo informed her that between ARPA and the infrastructure bill, we are going to be aligned with these priorities without touching reserves. Even with staffing challenges, the monies are there for us.

Chair James said we should keep in the back of our minds that we need to do some type of Federal Highway beautification. We got a lot of flak when we planted palms on US-1; the residents disliked it but look how beautiful it is now. We should also look at for sale signs and get businesses to this corridor.

City Manager Garcia noted we have a contractor in place to bring forward a complete Landscaping Master Plan which would address the Griffin Road corridor, coming up US-1 to Dania Beach Boulevard.

Director Chen said the CRA and City have a lot of alignment of purpose. At the kickoff with the CRA Plan consultant, he will tell them to focus on visibility corridors, the first impression of Dania Beach. These are instructions he will be giving to our consultant.

2.2 Budget impacts associated with the discussed programs and activities

All discussion occurred under item 2.1.

3. Adjournment

Chair James adjourned the meeting at 6:06 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY

_____
THOMAS SCHNEIDER, CMC
CRA SECRETARY

_____
TAMARA JAMES
CHAIR – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Bids and Proposals

Continued from:

Requested Action (Identify appropriate Action or Motion)
ADOPT RESOLUTION SELECTING AN RFP RESPONDENT AND AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT FOR CONSULTING SERVICES TO UPDATE THE CRA PLAN WITH THE SELECTED CONSULTANT, VANASSE HANGEN BRUSTLIN, INC. ("VHB"), A FLORIDA CORPORATION

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

Fiscal Impact/Cost Summary

Exhibits Attached
Memo CRA Plan Update 020822, FN R-2022-CRA- Vanasse, Hangen, Brustlin, Inc. (VHB) Selecting Respondent under RFP CRA-21-031 and Agreement to Update the CRA Plan, VHB Ex A Scope - Fee (003), VHB Schedule 012522

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair and Board of Directors

From: Michael Chen, Executive Director

Date: February 8, 2022

Re: **CRA PLAN UPDATE**

Background: The foundational document when creating a Community Redevelopment Agency (CRA) and the designation of a Community Redevelopment Area is a "FINDING OF NECESSITY FOR REDEVELOPMENT" (FON). The initial FON for Dania Beach is dated May 8, 2001. Following the FON, the Dania Beach Community Redevelopment Agency was established by the City of Dania Beach and Broward County in 2002. The Downtown Community Redevelopment Plan was adopted in 2004, confirming the creation of the Community Redevelopment Area encompassing 506 acres.

A second FON was completed in August 2008. Subsequently, Dania Beach Community Redevelopment Agency adopted the 2009 Community Redevelopment Plan, which, among other things, modified the CRA Boundaries to encompass 1,349 acres.

The last Community Redevelopment Agency Plan was adopted in June 2015.

A Request for Proposals (RFP NO. CRA-21-031) was issued on October 22, 2021 to secure consulting services to update the CRA Plan. The RFP closed on November 29. The RFP and received five valid proposals. The five members of the RFP Selection Committee reached a unanimous consensus to recommend Vanasse, Hangen, Brustlin, Inc.

At the January 11, 2022 CRA Meeting, the Board approved the selection and directed the CRA to negotiate a contract with Vanasse, Hangen, Brustlin, Inc. to reflect the Scope of Work described in the CRA Plan Update Request For Proposals, for an amount not to exceed $79,500.

Financial Impact: The work on this project will commence upon execution of the Agreement and is expected to be completed in July or August of this year, completely within FY2021/2022. The funds for the project will be drawn from the CRA Budget line item number 106-52-01-552-31-10.

Recommendation: The CRA recommends the Board's approval of the contract with Vanasse, Hangen, Brustlin, Inc. for $79,500.

RESOLUTION NO. 2022-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, SELECTING AN RFP RESPONDENT AND AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT FOR CONSULTING SERVICES TO UPDATE THE CRA PLAN WITH THE SELECTED CONSULTANT, VANASSE HANGEN BRUSTLIN, INC. ("VHB"), A FLORIDA CORPORATION; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, a "Finding Of Necessity For Redevelopment" was adopted by the City of Dania Beach on May 8, 2001; and

WHEREAS, the Dania Beach Community Redevelopment Agency (CRA) was established by the City of Dania Beach and Broward County in 2002; and

WHEREAS, the "Downtown Community Redevelopment Plan" was adopted in 2004, acknowledging that the CRA encompasses 506 acres; and

WHEREAS, a second "Finding Of Necessity For Redevelopment" was completed in August 2008, and thereafter, the CRA adopted the 2009 Community Redevelopment Plan, which modified the CRA Boundaries to encompass 1,349 acres; and

WHEREAS, the last Community Redevelopment Agency Plan amendment was adopted in June 2015, and it is "Best Practices" to update a CRA Plan at least every five years, and

WHEREAS, a Request for Proposals (RFP NO. CRA-21-031) was issued on October 22, 2021, to secure consulting services to update and amend the CRA Plan, and the RFP closed on November 29, 2022; and

WHEREAS, the RFP received five (5) valid proposals and the five (5) members of the RFP Selection Committee reached a unanimous consensus to recommend Vanasse, Hangen, Brustlin, Inc. (VHB) to prepare the plan amendment; and

WHEREAS, VHB is experienced in the preparation of Community Redevelopment Area plans and is highly qualified to address the technical issues, provide context-sensitive solutions, and apply the firm's knowledge of local and national best practices and leading technologies to make the Dania Beach Community Redevelopment Plan Update a project that supports and implements productive measures to support the CRA and its stakeholders;

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

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

Section 2. That the CRA authorizes the Agreement to update the CRA plan with Vanasse, Hangen, Brustlin, Inc., be executed by the proper CRA officials, a copy of which Agreement 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 cost proposal is Seventy-Nine Thousand Five Hundred Dollars ($79,500.00). The fiscal year 2021-22 budget provides funding in the amount of Fifty Thousand Dollars ($50,000.00) for this initiative, and upon approval of this resolution, a budget amendment in the amount of Twenty-Nine Thousand Five Hundred Dollars ($29,500.00) will be posted, transferring funds from CRA Contingency account number 106-52-01-552-99-80 to Professional Services account number 106-52-01-552-31-10.

Section 4. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to the engagement letter as are deemed necessary and proper for the best interests of the CRA.

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 February 8, 2022.

ATTEST:

THOMAS SCHNEIDER, CMC CRA CLERK	TAMARA JAMES BOARD CHAIRPERSON

APPROVED AS TO FORM AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY

EXHIBIT "A"
SCOPE OF WORK

Background: In preparing this RFP response, VHB has thoroughly reviewed the City's Community Redevelopment Plan and the advertised scope of work. From this review, we have outlined an approach to produce an updated Community Redevelopment Plan. The Plan will focus on a collective and broadly supported future vision and plan for the revitalization of the CRA neighborhoods and the growth and diversification business community in the Dania Beach CRA for the next five years.

Our approach recognizes the City's goal to develop quality of life and economic development programs, initiatives, and polices to revitalize Dania Beach's neighborhoods and support/expand existing businesses, grow the workforce, and strategically attract targeted business sectors. The Plan will contain a list of achievable and measurable goals and the steps necessary for implementing activities that have the greatest potential for creating and retaining jobs, as well as strengthening the local tax base in Dania Beach.

It is anticipated that the reports and documents identified throughout the Scope of Work are intended to be public facing documents. As such, they are envisioned to be "user-friendly", easy-to-understand documents which are organized around graphics, tables, and charts. These will supplement the prior CRA plans and reporting for the CRA's/City's economic context, highlight the most significant findings, and identify major topics to guide future public direction in the CRA.

Task 1: Review CRA and City Documents; Attend Kick-Off Meeting

The purpose of Task 1 is to ensure VHB is familiar with the CRA Mission and Vision Statements and all pertinent economic development policy documents and initiatives and, most importantly, based on its review and discussions with staff, prepares an approach to integrate planned development in Dania Beach with future economic development growth strategies and market growth trend factors.

VHB will review and discuss the CRA Mission, Vision, and Statement of Values with CRA Staff to inform the creation of the CRA Plan update. VHB will also analyze past and presently adopted plans for the City as they relate to or influence future redevelopment of the area. These plans include but are not limited to:

- Dania Beach CRA Redevelopment Plan (June 23, 2015)
- City of Dania Beach 2021 Strategic Plan
- Dania Beach Community Redevelopment Agency Adopted Budget FY2022
- Dania Beach Community Redevelopment Agency Annual Report FY2019/20
- CRA District Maps
- Dania Beach Economic Development Strategic Blueprint (April 2012)
- Community Redevelopment Agency Redevelopment Plan 2009
- Community Redevelopment Agency Redevelopment Plan 2004
- Finding of Necessity for Redevelopment August 2001
- Dania Beach Comprehensive Plan

- Dania Beach Public Arts Master Plan
- Other relevant information as necessary

The City/CRA will provide VHB with digital Esri GIS shapefiles, color aerial, parcel databases, and support information for all comprehensive plan mapping series exhibits.

As part of Task 1, VHB Project Manager shall attend and speak (if necessary) at the CRA Board public meeting, at which the contract is approved. Upon receipt of formal City Notice To Proceed, VHB will review the listed documents. Upon completion of the review of the documents, VHB will participate in a project kick-off meeting with CRA staff. The CRA Board and Staff meetings will include:

- Discuss project goals, identify potential constraints or issues, and community involvement strategies, and
- Review the scope, schedule, and deliverables.

Task 1 - Meetings:

- Attend CRA Public Meeting to introduce VHB,
- Kick-off meeting with CRA staff (within 15-30 days after NTP),
- Meet with City Community Development team to identify/discuss land use priorities and concerns (TBD), and
- Meet with City Public Services team to identify/discuss infrastructure priorities and concerns (TBD and scheduled in sequence with Community Development team mtg).

Task 1 - Deliverables:

- Memorandum detailing the approach for developing the background report, and
- Detailed project schedule, including planned dates for submittal of drafts and final versions of deliverables.

Task 2: Citywide Demographic and Economic Analysis / Evaluation of CRA Neighborhoods

VHB will supplement the background materials identified in Task 1 with additional quantitative and qualitative analysis. Task 2 will provide the local and regional context for preparing a targeted approach and marketing plan to attract specific commercial and industry clusters to Dania Beach. It will also develop a clear understanding of the various issues affecting CRA neighborhoods and the opportunities to thrive. The sub-tasks are described as follows:

2.1 Review of Existing Data:

The City/CRA will provide digital Esri shapefiles and parcel databases for use in the project. VHB will review existing public domain demographic and socioeconomic data, as well as:

- Employment data and labor force characteristics,
- Sales tax revenue,
- U.S. Census data,
- Dania Beach and Broward County Comprehensive Plan supporting data, and
- Summary of existing conditions data.

2.2 Neighborhood and Consumer Demand Analysis: VHB will provide a detailed understanding of issues affecting CRA neighborhoods. This sub-task should include preparation of a market segmentation of the existing CRA housing status and options. The assessment will use public-domain US Census data and similar methodology and outputs consistent with the City's Comprehensive Plan Housing Element, as well as team field windshield survey of general housing types and conditions within the City. VHB will review and analyze of existing housing stock to determine:

- General conditions of the existing housing,
- City building permit data, and
- Estimates of future demand.

2.3 Business Sector Analysis: VHB will provide a detailed understanding of Dania Beach's economy relative to Broward County, the Region, and other comparable communities. This sub-task will include preparation of a market segmentation of the City's retail, commercial, and industrial sectors.

The assessment will list comparative advantages and disadvantages to similar, competitive markets. VHB will use Broward County Property Appraiser parcel data and DOR coding the compare industry categories and location characteristics, the competitiveness of the City's commercial and industrial sectors, in terms of lease rates, rent structures, supply and quality of product, tenant mix, and performance in the context of the region. This information will assist in identifying which commercial and industrial sectors can realistically be attracted to the City and that fit into the overall City's vision and goals. VHB will review and analyze existing local industries to determine those that are:

- Well positioned and expected to grow; and
- Currently not present but a good match.

VHB will provide a summary analysis, interpreting the data and drawing meaningful conclusions for the City's consideration for an overall economic development strategy.

2.4 Stakeholder Focus Groups: VHB will conduct a minimum of three focus group / listening meetings. VHB will provide an outreach strategy. The CRA staff will coordinate these focus groups. Depending upon scheduling availability, telephone, or web- based video interviews may be substituted at a different time, for one or more of the in-person focus group meetings, with:

- Important business sectors identified through the process (e.g., marine, hospitality, technology, etc.),
- Major commercial and retail brokers, property owners, and developers, and
- Other CRA and City identified Community neighborhood stakeholders.

2.5 SWOT Analysis: Using the results of the previous tasks, VHB will prepare a conclusive summary of Dania Beach's primary Strengths, Weaknesses, Opportunities, and Threats (SWOT) that directly impact economic competitiveness. The SWOT analysis will contain specific industries and user/tenant profiles that might be interested in locating and/or expanding in Dania Beach, and a brief explanation for why they might be interested in Dania Beach. The SWOT analysis must consider, among other industries, tourism development strategies. VHB will:

- Review existing conditions data,
- Conduct stakeholder/small group interviews, and
- Prepare and summarize SWOT highlights.

2.6 Enhanced Neighborhood Framework: VHB will prepare a framework for enhanced neighborhood identity and vibrancy, and for which planning efforts can build upon. The framework should recognize the distinctive character of each neighborhood and provide Stakeholders and CRA decision-makers with relevant data and information to understand each neighborhood's conditions that supports future data-driven decision making. VHB will:

- Review existing conditions, including built environment observations,
- Create a background report, and
- Create graphic base map representing CRA opportunities.

2.7 Economic Development Background Report: VHB will prepare an Economic Development Background Report for public distribution that summarizes the key findings from Task 2. As public documents, the Background Report and the final CRA Plan Update are envisioned to be "user-friendly", easy-to-understand documents which are organized around graphics, tables, and charts. An Executive Summary section will describe the CRA's/City's economic context, highlight the most significant findings, and identify major topics to guide public discussion.

The CRA intends to use the Background Report to identify its comparative advantages and to positively distinguish itself at local and regional levels. The Background Report will provide the statistical and factual underpinning for the CRA Plan Update and allow for the formation of realistic Goals, Objectives, and Strategies.

VHB will work with CRA staff to identify topics for public discussion and how to best use the Background Report to guide the community engagement process. VHB will also deliver a Preliminary Draft to CRA staff for review and present it to appropriate business/community groups.

<u>Meetings:</u>

- VHB will attend and conduct up to four (4) stakeholder focus group / listening session meetings (e.g. two (2) neighborhood and two (2) business community emphasis),
- A presentation of the Preliminary Background Draft Report and draft Enhanced Neighborhood Framework Report to CRA/City staff, and
- A presentation of the Background Report and draft Enhanced Neighborhood Framework Report to the CRA and business/community groups.

<u>Deliverables:</u>

- Neighborhood and Consumer Demand Analysis Report (Sub-task 2.2)
- Business Sector and Consumer Demand Analysis Report (Sub-task 2.3)
- SWOT Analysis Report (Sub-task 2.5)
- Draft of the Enhanced Neighborhood Framework Report (Sub-task 2.6)
- Draft of the Economic Development Background Report (Sub-task 2.7)

- Final Enhanced Neighborhood Framework Report and Economic Development Background Reports

Task 3: Community Engagement
VHB will recommend a range of innovative options to engage the community in meaningful public discussion, including, but not limited to a combination of workshops, social media communications, and/or on-line public opinion instruments. VHB will be responsible for developing content for the recommended public engagement tools and the facilitation of any public forums. The CRA will be responsible for all meeting coordination, invites, notices, and assist in staffing. The engagement tools and the content shall be drafted while the Administrative Background Report is being developed. VHB will also present the results of the public engagement process and discuss their implications with the CRA staff and business/community groups.

Meetings:

- VHB will prepare materials and facilitate a public workshop that educates on the CRA's existing conditions, asks participants input on key interests and future opportunities, and permits their input to the CRA Framework discussion. The workshop will be participatory and use MS PowerPoint presentations, Poll Everywhere live input questions to seek input into existing conditions, market position and future opportunities,
- VHB will leverages the previous tasks market community focus group / listening sessions in the plan inputs, and
- Attend meeting with the CRA staff and business/community groups to review the results of the community engagement process and to discuss preparation of Task 4, the CRA Plan Update and implementation strategy.

Deliverables:

- Draft public engagement tools and content with the Enhanced Neighborhood Framework Report and Administrative Background Draft Report, and
- Summary and analyses of the public engagement feedback.

Task 4: Draft Economic Development Strategic Plan and Implementation Plan
Parts of Task 4 may run concurrently with Tasks 2 and 3. VHB will incorporate the results of the previous tasks to draft an initial document framework (strategic focus areas) for review by CRA staff. Based on comments by CRA staff, VHB will prepare a Preliminary Draft of the CRA Plan Update. The CRA Plan Update will describe:

- Status and sufficiency of Dania Beach's housing options,
- Dania Beach's place in the market from a business perspective,
- Identified primary housing opportunities and challenges,
- Identified primary business opportunities and challenges,
- Identified targeted industries,
- Identification of major industries for business attraction and retention efforts, and
- Primary goals and objectives that will guide the CRA's economic development efforts through the next two years (short-term) and five years (longer-term)

4.1 Realistic and Implementable Goals, Objectives, and Strategies: Through the identification of needs informed by the Enhanced Neighborhood Framework Report, VHB will frame the key issues most affecting the community's neighborhood challenges (specific to each neighborhood) and housing needs, including needs by income level (AMI standards). Based on this framework, we will develop strategic goals and objectives. VHB will also identify feasible growth, development, and revitalization options, given the external environment and internal opportunities and constraints.

Through the identification of needs informed by the business assessment, VHB will frame the key issues most affecting the community's economic development. Based on this framework, we will develop strategic goals and objectives; and identify feasible expansion, development, and attraction options, given the external environment and internal opportunities and constraints; and recruit and engage stakeholders/citizens from community residents and business owners/managers to inform and review strategic goals, objectives, and options. These efforts will culminate into the drafting of the CRA Plan Update.

4.2 Identify, Evaluate, and Prioritize Projects: VHB will identify potential projects to maximize or create opportunities, or minimize threats to achieve goals. Prioritize the projects based on the best approach and return on investment. These projects should be in line with the strategies designed for reaching the goals and determine the availability of resources to help in execution of projects. We will also develop benchmarks to measure future performance and define success and recruit and engage community stakeholders to inform and review the identification and prioritization of projects.

4.3 Developing Plans of Action: Set out the sequence of events and resources necessary to achieve the goals, including overhead, staff, information, and financial capital. This includes defining the physical steps to take to accomplish explicit goals and objectives. Action plans will be associated with the strategies and related projects identified in earlier steps. We will recruit and engage community stakeholders to inform and review the plans of action.

4.4 Implementation Strategies: The Implementation Strategies will identify specific actions, a lead organization or department, supporting agencies and partners, funding source, and time frames. VHB will present a Preliminary Draft of the CRA Plan Update and draft Implementation Plan to the CRA for review and comment. Both documents are intended to be “user-friendly” and easy-to-understand documents, organized around graphics, tables, charts, and matrices.

4.5 Monitoring and Evaluating Outcomes: VHB will develop measurement tools to assess, monitor, and improve the action strategies on an ongoing basis. This is to assist the CRA to monitor and measure the effectiveness of the plan and related programs that will allow adjustment of the plan to meet changing conditions. Make sure goals and projects remain realistic and worthwhile, and still fit into the changing economy.

After receiving comments from CRA staff, VHB will deliver a revised Draft CRA Plan Update to be presented to the community, and the CRA Board.

<u>Meetings:</u>

- Attend (Virtually or In-person), up to three meetings of CRA staff and CRA Board to present and/or review changes to the Preliminary Draft of the CRA Plan Update, and
- Provide MS PowerPoint presentation of Draft CRA Plan Update to the CRA Board at a public hearing.

Deliverables:

- Housing Opportunities and Challenges Report,
- Targeted Industries Report,
- Project Identification and Ranking Report,
- Plan of Action Matrix,
- Measurement Tools,
- Preliminary Draft of the CRA Plan Update and Implementation Strategies, and
- Revised Draft CRA Plan Update and Implementation Strategies.

Task 5: CRA Board Meetings, and Conference Calls

5.1 Meetings with CRA staff and including business/community groups: VHB will routinely communicate with CRA staff and with business/community groups. The preliminary project schedule includes anticipated meeting opportunity dates in the scope of work progression. It is assumed that portions of these meetings will occur in person, virtually, and/or via teleconference as staff, consultant, and other entities schedules will vary.

5.2 Regularly scheduled in-person meetings and/or bi-weekly conference calls: VHB will attend these bi-weekly (every other week) meetings with relevant CRA staff, and on an as-needed basis. VHB will regularly contact CRA staff to provide project updates, coordinate on the project schedule and deliverables, and gather information as needed.

5.3 CRA Board Public Meetings: VHB may attend up to two CRA Board Public meetings. This is in addition to the meeting related to the contract. The timing of these meetings will be finalized with CRA staff.

Deliverables:

- MS PowerPoint presentations,
- Participate in bi-weekly (every other week) conference calls,
- Attend regularly scheduled in-person meetings, and
- Attend and present at up to two (2) CRA Board meetings.

Task 6: Final CRA PLAN UPDATE and Implementation Strategies

VHB will incorporate any input received from staff, CRA Board Members Commissioners, and community members, and deliver a final CRA Plan Update and Implementation Strategies.

Meetings:

- MS PowerPoint presentation of Final CRA Plan Update, including the Implementation Strategies section to the CRA Board.

Deliverables:

- Final CRA Plan Update and Implementation Strategies.

COMPENSATION

VHB will perform the Scope of Services contained in this Agreement on a lump sum basis per Task as indicated below. For lump sum Tasks, VHB will bill on a percent complete basis and reserves the right to adjust budgeted amounts from lump sum Task to lump sum Task as may be required. Monthly invoicing will include a progress report identifying actions undertaken during and percent complete estimate. VHB agrees to the CRA requested ten percent (10%) retainage fee per invoice. The retainage fee will be paid to VHB upon completion of the Scope of Services.

Dania Beach CRA Plan Update - Tasks	Lump Sum Fee ($)
1.0 Review CRA and City Documents; Attend Kick-off Meeting a. CRA Public Mtg b. CRA Workshop c. Kick-off Mtg with CRA Staff d. Community Development Team Mtg e. Public Services Team Mtg	$7,500.00
2.0 Citywide Demographic and Economic Analysis / Evaluation of CRA Neighborhoods 2.1 Review of Existing Data 2.2 Neighborhood and Consumer Demand 2.3 Business Sector Analysis 2.4 Stakeholder Focus Groups 2.5 SWOT Analysis 2.6 Enhanced Neighborhood Framework 2.7 Economic Development Background Report	$22,000.00
3.0 Community Engagement	$15,000.00
4.0 Draft Economic Development Strategic Plan and Implementation Plan 4.1 Realistic and Implementable Goals, Objectives, and Strategies 4.2 Identify, Evaluate, and Prioritize Projects 4.3 Developing Plans of Action 4.4 Implementation Strategies 4.5 Monitoring and Evaluating Outcomes	$17,500.00
5.0 CRA Board Mtgs and Conference Calls 5.1 CRA Staff and Business/Community groups 5.2 Bi-weekly CRA Project Team 5.3 Two CRA Board Mtgs	$10,000.00
6.0 Final CRA Plan Update and Implementation Strategies	$7,500.00
TOTAL	$79,500.00

DANIA BEACH CRA UPDATE - Draft Project Schedule (January 25, 2022)	2022																															
	Feb				Mar					Apr				May					Jun				Jul				Aug					
TASK 1.0 REVIEW CRA AND CITY DOCUMENTS, ATTEND KICK-OFF MTG																																
1.1 CRA Contract Award Mtg (2/8/22)																																
1.2 Document Review																																
1.3 Kick-off Mtg w/ CRA Staff																																
1.4 Mtg w/City Community Development Staff																																
1.5 Mtg w/ City Public Services Staff																																
1.6 Background Report Approach Memo & Schedule to Staff																																
TASK 2.0 CITYWIDE DEMOGRAPHIC AND ECONOMIC ANALYSIS / EVALUATION OF CRA NEIGHBORHOODS																																
2.1 Review of Existing Data																																
2.2 Neighborhood and Consumer Demand Analysis Report																																
2.3 Business Sector Analysis Report																																
2.4 Stakeholder Focus Groups (3)																																
2.5 SWOT Analysis Report																																
2.6 Enhanced Neighborhood Framework Report																																
2.7 Economic Development Background Report																																
TASK 3.0 COMMUNITY ENGAGEMENT																																
2.1 Public Engagement Plan Memo																																
2.2 Event / Mtgs / Workshop (April) - TBD																																
2.3 Public Engagement Reporting																																
TASK 4.0 DRAFT ECONOMIC DEVELOPMENT STRATEGIC PLAN AND IMPLEMENTATION PLAN																																
4.1 Realistic and Implementable Goals, Objectives and Strategies																																
4.2 Identify, Evaluate and Prioritize Projects																																
4.3 Developing Plans of Action																																
4.4 Implementation Strategies																																
4.5 Monitoring and Evaluating Outcomes																																
TASK 5.0 CRA BOARD MEETING AND CONFERENCE CALLS																																
5.1 Meetings w/ CRA Staff and Business/Community Groups (Bi-weekly calls)																																
5.2 CRA Board Public Meetings (Regularly 2nd Tuesday of Month. VHB will attand 2 mtgs.)																																
TASK 6.0 FINAL CRA PLAN UPDATE AND IMPLEMENTATION STRATEGIES																																
6.1 Draft CRA Plan Update																																
6.2 Final CRA Plan Update																																
6.3 Presentations (2 CRA Workshop Presentations)																																