

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, MARCH 14, 2023 - 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 Report

4. PRESENTATIONS

5. CONSENT AGENDA

1. Minutes:

Approve Minutes of February 14, 2023 CRA Board Meeting

2. Travel Requests: None

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. RESOLUTION NO. 2023-CRA-005

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, PROVIDING FOR FINDINGS OF FACT RELATING TO AND ADOPTING THE UPDATED AND AMENDED COMMUNITY REDEVELOPMENT PLAN; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

2. RESOLUTION NO. 2023-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, FOR THE INSERTION OF A TWO-PAGE BRAND STORY IN THE LIVABILITY GREATER FORT LAUDERDALE 2023-2024 MAGAZINE SPONSORED BY THE GREATER FORT LAUDERDALE ALLIANCE ("GFLA") AND A BUDGET AMENDMENT FOR THE ASSOCIATED COSTS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

8. BOARD MEMBER COMMENTS

9. INFORMATION ITEMS

10. ADJOURNMENT

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Staff Report

Continued from:

Requested Action (Identify appropriate Action or Motion)

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Purchasing Requests ONLY

Dept:	Acct #:	Amt:
Fund:		

Fiscal Impact/Cost Summary

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Exhibits Attached

MC Admin Rpt 031423 FINAL, New Shed Installed at PATCH March 2,

MEMORANDUM

To: Dania Beach Community Redevelopment Agency Chair, Vice Chair, Board Members
From: Michael Chen, Executive Director
Date: March 14, 2023
Re: Administrative Report

There is a lot going on in the CRA. Please connect with us directly to get current and correct information on what we are doing. Our direct numbers are:

- Michael Chen: 954-924-6801 x 3732
- Kathleen Weekes: 954-924-6801 x 3739
- Bill Harris: 954-924-6801 x 3667

1. DANIA BEACH INNOVATION ECOSYSTEM

Background: An Innovation Ecosystem has many different platforms to support entrepreneurs and early-stage ventures. The Dania Beach Innovation Ecosystem includes:

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



Update: Progress is being made on the tenant improvements (TI) for the CRA/Incubator office at 25 N. Federal Hwy. Drawings have been submitted to Community Development for review of the TI design, engineering, and construction.

A Zoom meeting is being set up to introduce and welcome the members of the Technical Advisory Board. The Mayor will be asked to initiate the welcome.

2. DANIA AFTER DARK

A Zoom meeting has been held with the City Manager's "Events team" to discuss the transition of the production of the Dania After Dark event. Topics included: The historical financial conditions; The scope of work required to produce the event; How to produce the event in the future; How to improve the event; and Potential scheduling strategies.

3. 117 PHIPPEN WAITERS

Update: The CRA has worked with the City Attorney and outside council in an effort to track down the current owner and/or registered agent of the property. According to Sunbiz.org, the registered agent named on Broward County Property Assessor records has been inactive since 2017. We thought we found a 2023 reinstatement of a successor registered agent. They were contacted and they provided their Principal's name and phone number. The Principal was contacted and he advised that he does not own the Phippen Waiters property. To date, every lead has resulted in a dead end.

Ms. Domatov is awaiting the Board's decision on her proposal to purchase the property.

4. ECONOMIC DEVELOPMENT ACTIVITIES

BRAVO (Business Risk and Value of Operation) Visits: BRAVO visits by our Business Attraction Manager to our businesses and property owners during this past month include:

- **Mad Advertising** (481 S Federal Hwy): We visited Mad with the Greater Ft Lauderdale Alliance. The advertising operation employees 417 people, with 60 in Dania Beach. Mad represents big name, international clients like JM Toyota/Lexus, Verizon Brands, and Pantone Eyewear. They are seeking to hire employees with tech and advertising experience with wages starting at \$80,000. Mad will host the Alliance BRAVO Council on April 4th. Also, the Alliance considers Mad technology to be on the leading edge in South Florida and will try to have them included on the regional Tech Gateway map.

The Mad owner, Marc Aptikin, also serves on our Public Art Board and is a member of the IP2Mkt Hospitality and Technology Incubator Technical Advisory Board. One of the Broward IGNITE events was held at their Dania Beach location with an estimated weekend attendance of 10,000. Mad Arts supports emerging new artists. The Thinking Cap Theater is based in their building.

- **El Cafe Toque Cubano** (37 S. Federal Hwy.): The restaurant opened on Jan. 9. The owner Jose Lopez would like to do a ribbon cutting in the next few weeks. When we have a confirmed date, we will coordinate the Board's schedule with Maxine.
- **It's Sugar** (1815 Pointe Dr): It's Sugar is part of BBX Capital with 100 stores across the US. This store has wide varieties of bulk sweets and signature brand items such as M&M's, Nerds, and Oreos. The CRA held a ribbon cutting on February 27.
- **Memorial Primary Care Center** (140 S. Federal Hwy): The Center is a full-service branch of the Memorial Healthcare System. They treat Covid, CHF, COPD, Diabetes, and most chronic diseases. They also perform physical examinations, vaccines, and Covid testing, with two primary care physicians on staff.
- **Cora Physical Therapy** (112 S Federal Hwy): A state-of-the-art treatment facility focused on health and wellness outcomes. The Dania Beach facility is one of nine

locations in Broward County. There is a licensed physical therapy doctor on staff. They treat sports and workman's comp injuries. They also specialize in geriatric rehab and pain management.

- **The Casino at Dania Beach** (301 E. Dania Beach Blvd.): Not just a Jai Alai Fronton anymore, The Casino @ Dania Beach is a full-service entertainment venue. The Alliance Bravo Team joined us for our conversation with GM Arnaldo Suarez. He discussed the many high-cost options for a night out in the area and described the Casino's strategy to offer a price point for dinner and a show for two that will fit a typical household budget once or twice a month. With over 750 slot machines, poker room, three restaurants, and a showroom with big name acts and cover bands nearly every weekend. Luxe Buffet is open on Friday and Saturday nights with a price of \$34.99 which is extremely competitive in Broward County. The third Saturday of each month is "Rock the Block" with food trucks and music during the winter months. The Casino has a staff of 240 full and parttime employees and has 26 open positions.

In addition to the Casino site, the Casino own 23 acres for future development.

- **Shibolim Kosher Bakery** (110 S. Federal Highway): Located in Jaxson's Plaza, Shibolim offers cookies, pastries, and a selection of breads in all shapes and sizes. Most are pre-packaged, but there is a self-service counter. There is no dine-in service, but they serve coffee and a few beverages. All products are certified Kosher.

5. PATCH:

New PATCH Shed Installed

The CRA would once again like to thank the CRA Board, City Manager and City Finance Department for support and assistance in obtaining a new PATCH Shed. The new Shed was delivered and set up and will be used to store food items. It will also serve as the PATCH storefront facilitating the daily sale of produce, value added items etc. dried herbs, infused oils, honey, vinegars and PATCH Merchandise, tee shirts, hats and other items.

The CRA is now working on plans to set up interior wall coverings, electrical installation, a sales counter and air conditioning unit. Photos of the installation are attached.

Ongoing Programs/Activities

- **PATCH in a Box CSA Program:** The PATCH Community Supported Agriculture CSA Produce Box program started in January and will run until April. Seven members are registered in the program and have been receiving their boxes of PATCH produce and other seasonal vegetables obtained from local farmers.
- **Produce Donations:** In February we were able to donate 53 pounds of produce to the United House of Prayer for All People, the Bibleway Missionary Baptist Church and Saratoga seniors.

- Volunteers: Volunteers continue to aid with labor to maintain the PATCH. In February in addition to our regular weekly volunteers we had a group of 10 Volunteers from Invitation Homes. Fifteen from Nova Southeastern University twice, and ten volunteers from the AB Vista Group. All are excited to assist with growing produce naturally in support of sustainability practices.
- Opening Hours: The community is visiting the PATCH and purchasing their fresh produce on weekdays Monday to Friday, from 8:00am to 11:00am. Online sales are also continuing. Please visit our website at <https://thepatchgarden.com/>



New Shed Installed at
PATCH March 2, 2023

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, FEBRUARY 14, 2023 – 5:30 P.M.

1. Call to Order/Roll Call

Chair Ryan called the meeting to order at 5:31 p.m.

Present:

Chair:	A. J. Ryan IV
Vice-Chair:	Lori Lewellen
Board Members:	Joyce L. Davis Tamara James Marco A. Salvino, Sr.
Executive Director:	K. Michael Chen
City Attorney:	Eve Boutsis
Deputy CRA Secretary:	Erin McClendon

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 contacting CRA staff, the Dania Beach Innovation Ecosystem (CRA/Incubator office at 25 N. Federal Highway), Dania After Dark (suspended pending Parks & Recreation Department taking over the production of the event), CRA Plan progress update, closing of the sale of CRA owned property located at 509-511 NW 3rd Terrace (copies of the recorded Special Warranty Deed and the Declaration of Restrictive Covenants are included in the agenda packet), Dania Beach: Honor The Legacy – Art In Public Places (Joanna Granett, President of the Dania Beach Historical Society has volunteered to lead a walking tour with the CRA Board and other interested parties at 5:00 p.m. prior to the March 14th CRA Board Meeting), and the Dania Beach Chamber of Commerce (they are producing the 2023-2024 Community Business and Visitors Guide; staff recommends placing a full-page ad in the publication for an amount not to exceed \$2,000 and Board direction is needed).

The Board consensus was to move forward with the ad.

Director Chen continued with the administrative report with updates on economic development activities (the CRA hosted the Greater Ft. Lauderdale Alliance Partner Council Meeting at City

Hall on February 9th, Broward County Coastal City Tourism Task Force, Saratoga Crossings III, BRAVO visits, and the PATCH).

Vice-Chair Lewellen questioned the plans for Dania After Dark and if something is needed to move the whole process along if it is going to Parks & Recreation.

Director Chen addressed his Action Plan and noted the transfer would be covered under that presentation. This is a temporary interruption to make it a bigger and better event.

Vice-Chair Lewellen is concerned that delaying it will cause problems getting it back online. She is getting three and four calls per week regarding DAD.

City Manager Garcia noted when we do something we want to do it right. She is willing and able to have the Parks & Recreation Department take the event over; there have not been discussions yet. We need to be mindful of the Director and Deputy Director of Parks & Recreation, and respect their department, and the need for a Special Events Coordinator. We need to make sure the handoff is aligned with success and make sure we have the budget and personnel.

Vice-Chair Lewellen asked what needs to happen to move to the next step.

Director Chen said he is not aware of any mandate or resolution regarding this; it traditionally was undertaken by the CRA. He will meet with the City Manager to accommodate the transition.

Regarding Life Storage, Board Member Salvino questioned what happens if a person is helping a friend to move.

Director Chen responded they would need the unit owner to go with them to the floor.

Board Member Salvino asked about the subscription for the PATCH.

Director Chen noted the total subscription is \$240 for February through April.

Board Member James spoke about the alcohol sales associated with DAD and whether the City would be allowed to be involved. Alcohol sales are a big part of DAD, and she is unsure how that challenge is going to be met. She questioned whether we outsource the bar portion of it and how this is going to be a seamless process.

Director Chen said there could be some production issues depending on who is holding the event. It does not seem as simple as we want it to be, but those issues would be discussed when he meets with the City Manager.

Board Member James noted she wants to know what we can and cannot do; there are certain legalities we must be concerned about.

City Manager Garcia said she does not mind a hand-off but does not know about any of these things, and she would need to ensure all the resources and legalities to bring success to the undertaking.

Chair Ryan questioned how it worked before.

Board Member James responded it was a turnkey operation handled by the production company. We also need to understand the insurance. She asked if anyone has the answer if the City can be in charge of alcohol sales. We could get a vendor to sell alcohol.

City Manager Garcia noted as far as procurement, we may need to outsource. This is a process, not something that we can start tomorrow or next month. It requires x number of months and studies.

Board Member James said she would like to see a cost breakdown. She is not sure how to do it financially and does not want to do anything that is not responsible.

City Manager Garcia commented she would meet with her team and the City Attorney to review the financials and see what the City can or cannot do. We do not want to take anything over that we cannot make better.

Board Member James added this is an established event with established expectations. She wants to see what it looks like financially.

Director Chen said basically all work was done by the production company; the scope of work will remain the same. As the contract ended, we were paying \$8,000 a month. He addressed the scope of work and said he would sit down with City Manager Garcia and staff to go over all the particulars on what it takes to put it on and to figure out where the resources are.

Board Member Davis noted she had similar concern because when it last went out for RFP, this production company was the only bidder. It does not seem realistic to her that another RFP would produce any other bidders unless there are new production teams out there.

Board Member Salvino felt we are overthinking this; we are overreacting. We should set this aside and let the CRA Director and City Manager meet and then come back in a few weeks with a plan. He believes it is an easier transition than it is made out to be. He wants to know things like whether we charge the food trucks, and have it laid out in the plan.

City Manager Garcia said she would meet with the CRA, but also meet with Stacy Ritter, Lori Baer of PEA, and Dania Pointe, those who are successfully putting on events to see what/who they are utilizing. Everything that was brought forward today is a concern and she wants to make sure we are able to deliver.

Vice-Chair Lewellen noted she is glad the discussion is happening; her whole intent was to get this moving forward. We need to jump on this now and keep it moving to see what the expenses and needs will be, so it does not just sit and go away.

Chair Ryan commented it is Valentine's Day and we paid \$75,000 for a big heart and we are not utilizing it at all. We could focus on all the holidays that are coming up with this event. We are wasting our resources and we just need to get moving on it. He has no doubt Parks & Recreation can do it, but agreed we must move forward with it. We need to make sure that we lock in the contract; in January, the production company said they were done. If we do outsource, we need to prepare more of a cancellation clause or a 90-day notice clause.

4. Presentations

4.1 CRA Action Plan by Executive Director Chen

Director Chen gave a PowerPoint presentation which is attached to and incorporated into these minutes.

Board Member James questioned some of the things indicated as new. She would like to see a page of what is new as this seems to be items we have worked through. She added Director Chen is now saying the CRA wants to work with grants administrators and lobbyists, and asked if the CRA has had relationships with the lobbyist and groups in the past.

Director Chen said it needs to happen and we need to develop effective relationships. He is positioning the CRA to plan what they are trying to do.

Board Member James would like to have a list of new items and asked why we have not done this in the past several years.

Director Chen responded there have been a lot of things done.

Board Member James asked for a list of new things in the Plan, not things the CRA has already done.

Chair Ryan said Director Chen talked about a few new items; he saw new things like the vertical signs, BSO partnership, and outdoor dining. Some are new ideas, and some are old that kind of went away.

Board Member Davis asked if this presentation was the one where Director Chen would bring forward properties for discussion.

Director Chen noted that it is on tonight's agenda, just not in this section.

5. Consent Agenda

Items Removed from Consent Agenda: #5.3

- 5.1 Minutes:
Approve Minutes of January 10, 2023 CRA Board Meeting
Approve Minutes of January 12, 2023 CRA Board Workshop - CRA Plan Update
- 5.2 Travel Requests: None
- 5.4 RESOLUTION NO. 2023-CRA-002

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING A FIRST AMENDMENT TO THE INTERLOCAL AGREEMENT BETWEEN BROWARD COUNTY AND THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY FOR THE TRION PROJECT; AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE RELATED DOCUMENTS FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member James motioned to approve the Consent Agenda, with the exception of Item #5.3; seconded by Board Member Salvino. The motion carried unanimously.

- 5.3 Approve Commercial Façade Grant for Ornamental Home Design, located at 102 N. Federal Highway, for the lesser amount of 50% of the final construction costs as evidenced by paid receipts OR \$25,000 (Façade Grant Program limit)

City Attorney Boutsis read the item title.

Board Member James asked if this is a different program than the Façade Grant Program.

Director Chen responded the item is not a program change but is an application submitted within the current façade program.

Board Member James motioned to approve the Commercial Façade Grant for Ornamental Home Design; 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 RESOLUTION NO. 2023-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE SALE OF CRA-OWNED PROPERTIES LOCATED AT 524 NW 3rd TERRACE AND THE SWC OLD GRIFFIN ROAD/NW 4th AVENUE, DANIA BEACH, FLORIDA (“PROPERTIES”) TO THE CITY OF DANIA BEACH FOR THE PURPOSE OF USING THE PARCELS AS NEIGHBORHOOD PARKS; AUTHORIZING THE PROPER CITY

OFFICIALS TO EXECUTE DEED AND RELATED DOCUMENTS FOR THE PROPERTIES FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

City Attorney Boutsis noted staff is requesting Resolution # 2023-CRA-004 be withdrawn from the agenda.

City Attorney Boutsis read the title of Resolution #2023-CRA-003.

Director Chen reviewed the information included in the agenda packet.

Board Member James asked if this property is in proximity to the FPL lines near Old Griffin Road.

Director Chen explained the location and the aspects that make the property unbuildable. He is not aware of any powerlines over the property.

Discussion ensued about nearby powerlines.

Mayor Ryan felt these two properties would be excellent for pocket parks.

Board Member Salvino motioned to adopt Resolution #2023-CRA-003; seconded by Vice-Chair Lewellen. The motion carried unanimously.

RESOLUTION NO. 2023-CRA-004

Withdrawn

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE SALE OF CRA-OWNED PROPERTY LOCATED AT 115 PHIPPEN WAITERS ROAD, DANIA BEACH, FLORIDA (“PROPERTY”) TO NATALYA DOMATOV; AUTHORIZING THE PROPER CITY OFFICIALS TO EXECUTE DEED AND RELATED DOCUMENTS FOR THE PROPERTY FOR THIS PURPOSE; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

8. Board Member Comments

Board Member Davis congratulated the CRA on the Smart Growth Awards recognition received for the PATCH.

Board Member Salvino wished everyone a happy Valentine’s Day.

9. Information Items

There were no items on this agenda.

10. Adjournment

Chair Ryan adjourned the meeting at 6:51 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

THOMAS SCHNEIDER, CMC
CRA SECRETARY

ARCHIBALD J. RYAN IV
CHAIR – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request:

Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION, PROVIDING FOR FINDINGS OF FACT RELATING TO AND ADOPTING THE UPDATED AND AMENDED COMMUNITY REDEVELOPMENT PLAN

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo CRA Plan Adopt 031423, R-2023-CRA-005 Adopting Updated and Amended Community Redevelopment Plan, CRA Plan Update 013023 (003), Public Notice 013023

MEMORANDUM

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

From: Michael Chen, Executive Director

Date: March 14, 2023

Re: **CRA PLAN UPDATE ADOPTION**

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.

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 and Vanasse, Hangen, Brustlin, Inc. (VHB) was selected.

January 12, 2023, the CRA conducted a CRA Plan Workshop to discuss the VHB draft of the CRA Plan update and Board objectives and goals. Pursuant to law, Public Notice was published on January 30, 2023 in a newspaper of general circulation in the City (Sun Sentinel) notifying the public of the Commission hearing and amended Plan adoption.

Financial Impact: Many of the programs recommended in the CRA Plan Update are currently existing and/or were anticipated in the FY2023 budget and, therefore, have no financial impact. As new programs recommended by the Plan Update are created and approved by the CRA Board, the financial impacts can be considered..

Recommendation: It is recommended that the CRA Board approve the Vanasse, Hangen, Brustlin, Inc. Community Redevelopment Agency Plan, attached as Exhibit A.

Attached: Published Notice, January 30, 2023

RESOLUTION NO. 2023-CRA-005

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, PROVIDING FOR FINDINGS OF FACT RELATING TO AND ADOPTING THE UPDATED AND AMENDED COMMUNITY REDEVELOPMENT PLAN; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Commission of the City of Dania Beach, Florida made certain findings and declarations as set forth in Resolution No. 2008-185, adopted October 14, 2008, the "Resolution of Necessity", as required by Chapter 163, Florida Statutes, regarding the expansion of the Dania Beach Community Redevelopment Area (CRA); and

WHEREAS, the CRA Board of the City of Dania Beach, Florida, by the adoption of this Resolution reaffirms such findings and declarations; and

WHEREAS, the City Commission of the City of Dania Beach, Florida established by the adoption of Ordinance No. 2009-045 (adopted on March 9, 2009), a Community Redevelopment Plan to include the Expanded Community Redevelopment Area; and

WHEREAS, the CRA Board initiated a Request for Proposals (RFP NO. CRA-21-031) on October 22, 2021, to secure consulting services to further update the CRA Plan as the plan has not been updated in over 14 years; and Vanasse, Hangen, Brustlin, Inc. (VHB) was selected to provide the plan updating services; and

WHEREAS, the CRA Board, on January 12, 2023, conducted a CRA Plan Workshop to discuss the VHB draft of the CRA Plan update, which update included modified CRA Board objectives and goals; and

WHEREAS, as required by Chapter 163, Florida Statutes, the CRA published notice on January 30, 2023, in a newspaper of general circulation in the City notifying the public of the proposed amended Plan adoption public hearing item, which is scheduled for March 14, 2023; and

WHEREAS, pursuant to section 163.358, Florida Statutes, the City Commission of the City of Dania Beach retains final control over the adoption of a plan amendment to the CRA plan, and as such a public hearing is scheduled for March 14, 2023, before the City Commission;

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

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

Section 2. That the CRA recommends that the Amended Community Redevelopment Plan, which plan is incorporated by reference and attached as Exhibit "A" to this resolution be adopted, and that the City Commission authorize same.

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

Section 4. That this resolution shall be in force and take effect immediately upon its passage and adoption.

PASSED AND ADOPTED on March 14, 2023.

ATTEST:

ELORA RIERA, MMC
CRA CLERK

ARCHIBALD J. RYAN IV
CRA BOARD CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY



Community Redevelopment Plan Update

Dania Beach CRA

January 2023

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January 2023

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Executive Summary

Redevelopment Plan Update

Chapter 01



1. Executive Summary

1.1 Overview

The 2022 Dania Beach Community Redevelopment Area Plan Update is being conducted to evaluate the current conditions and major changes within the Community Redevelopment Area (CRA) since the last plan update in June 2015. The need for this update is recognized as significant changes have occurred since the last report, and understanding these changes will allow for future implementation strategies to be aligned with the CRA Plan's goals of eliminating slum and blight conditions in the area.

This CRA Plan Update acknowledges the contributions made in past plans and incorporates the goals, objectives, and strategies developed through previous community engagements. In addition, the update places additional emphasis on economic development initiatives to support future employment growth in the area. Overall, the aim of the update is to continue the progress made in previous CRA Plans and address any changes that have occurred in the area since the last report.

1.2 Background

The Dania Beach Community Redevelopment Area was established in 2002 through the process established in Chapter 163 Part III of the Florida Statutes. It originally encompassed 525 acres identified as having slum and blighted conditions in the Finding of Necessity Study completed in 2001. Adoption of the initial CRA Plan occurred in 2004.

In 2008 the second Finding of Necessity Study was completed, documenting slum and blight conditions within an additional 843 acres of the city. The adoption of the 2009 CRA Plan increased the total CRA size to 1,349 acres. In 2015 a third CRA Plan was adopted to document the change from the prior plans and realign strategies to current conditions.

1.3 Current Conditions

The last seven years have seen dramatic change locally, regionally, and across the United States in response to a fevered pitch in housing cost escalation, the pandemic global economic shutdown, and a reevaluation of employment virtual work conditions. Those businesses that could adapt to employees working remotely have been pushed to accommodate long office absences. This employment shift appears to be continuing as employees are hesitant to return to in-office experiences, business productivity has remained constant, and overhead costs may have been reduced.

Dania Beach's strategic location and affordable land prices have made it a popular destination for development, and several exciting projects are currently being built within the CRA. Despite the challenges of the pandemic, the city's growth has continued with an influx of new employers and residents. This growth is expected to continue, and the University of Florida's Bureau of Economic Research (BEBR) projects that more than 8,200 new residents will be added within the city limits by 2040. The majority of these new residents are expected to be located within the new development projects located within the CRA. The addition of new residents will change the city significantly. While this will alter Dania Beach's future, the aim of this plan is to ensure that the change is positive and benefits the city and its residents.

While Dania Beach has experienced growth, not all of its residents and neighborhoods have benefited equally. Vulnerable populations are facing the negative consequences of increased housing costs, insurance costs, utility costs, and tampered employment wages that erode personal household wealth, making it even more challenging for them to remain in place. These issues highlight the need for the Dania Beach Community Redevelopment Area Plan Update to address and alleviate the negative impacts on vulnerable populations. To combat these challenges, the Dania Beach CRA has identified overarching goals, principles, and strategies that aim to eliminate blighted area conditions. Through its annual budgeting process, annual reporting, and periodic updates to the redevelopment plan, the community can monitor the progress of the redevelopment program and add focus to respond to conditions and anticipate future needs.

This CRA Plan Update builds upon the past approved plans, memorializes past actions by reference, and includes an additional economic development emphasis to help the community more fully benefit from the changing market conditions in Dania Beach.

1.4 Guiding Principles

The guiding principles serve as a set of tenets that influence the goals and strategies of this CRA Plan Update. These broad principles inform the overarching aspirations of the Dania Beach CRA. The previous and restated CRA Plan guiding principles are:

- ◆ Elimination of Slum and Blight
- ◆ Improvement of the Quality of Life for Current and Future Residents
- ◆ Protection of the Environment
- ◆ Improvement of the economy through retention of current businesses and attraction of new businesses with a focus on the targeted industries
- ◆ Making progress through public involvement and good governance

1.5 Redevelopment Goals

The CRA Plan's Redevelopment Goals are designed to fulfill the purpose of the Guiding Principles with specific objectives that will be implemented through recommended strategies. The previous and restated Redevelopment Goals established in the CRA Plan are:

Goal 1: Enhance and Reinforce the CRA Sub-Areas.

Goal 2: Eliminate Substandard Housing and Provide Affordable Housing Alternatives.

Goal 3: Redevelop the CRA in a manner that is energy efficient and sustainable.

Goal 4: Attract the Marine Industry and help it to expand.

Goal 5: Pursue an active marketing and public information approach to implementation of the CRA Redevelopment Plan.

During the 2022 CRA Plan Update, additional emphasis areas were identified that would help achieve the Guiding Principles results. The following additional goals are recommended for inclusion in the plan:

Goal 6: Support existing small businesses and attract new targeted industries with higher-wage jobs that retain and expand employment.

Goal 7: Increase community information outreach through regular communications using multiple traditional, social media, and neighborhood-compatible information streams.

1.6 Major CRA Plan Recommendations

The following major recommendations are identified to shape the potential for this update. The full list of recommendations can be found in **Section 09**.

Support Increased Housing Options

There will be a continued need for the increased delivery of affordable, workforce, as well as market-rate residential housing product within the CRA. To increase the availability of affordable housing, the CRA should identify the policy need for increased housing in its strategic plan, define a housing program that leverages its publicly owned properties, seek both public and private partnerships to provide housing and identify code and policy requirements to promote broader private development actions.

Create a Core Arts, Entertainment & Innovation District to Increase City Center Activity

The CRA Plan Update is proposing the creation of an Arts, Entertainment, and Innovation District along portions of Federal Highway. The core of the district will be generally located from Old Griffin Road (north) to SE 5th Street (south). The district will be established through the development of a plan, policy, and coordinated actions that will leverage local business partnerships to enhance the public realm and promote active use of the NW and SW 1st Avenue.

The CRA will implement the complete the downtown street concept and encourage dual building entrance design that emphasizes pedestrian activity. In addition, the CRA will promote local business-branded events and activities and market Dania Beach throughout the region.

Furthermore, the CRA will encourage active ground-floor uses in the downtown district, and that architectural excellence and detail be incorporated at the lower levels to enhance the pedestrian experience. The CRA will also encourage the inclusion of public open space and sidewalk cafes, as well as public art design features or installations. These actions will increase the public's recognition of downtown Dania Beach and assist in the marketing of small business and cultural redevelopment activity.

The cooperative agreement with Florida International University (FIU) to site the recently approved Hospitality Technology Incubator (IP2Mkt) within the Dania Beach CRA will contribute to increased business activity. The siting will include establishment of a satellite CRA office with a highly visible presence on the high traffic volume Federal Highway corridor. The office will encourage and facilitate face-to-face interaction with people, owners, and businesses within the CRA.

Targeted Industries Retention and Recruitment

The CRA Plan Update supports an increased business environment within the CRA that includes both local small businesses and larger businesses that are industry leaders and home to corporate headquarters. The CRA will partner with Florida International University (FIU) and the U.S. Department of Energy (DOE) on the IP2Mkt program, which aims to use underutilized technologies developed by Federal labs, research institutions, and industry to foster economic development.

The IP2Mkt Incubator will focus on developing entrepreneurial ecosystems and providing special opportunities for Women-, Minority-, and Hispanic-Owned start-up businesses. The program will offer leading-edge entrepreneurial development and workforce jobs skills training to benefit Dania Beach businesses and job seekers. It will also accelerate the creation of start-up tech businesses in Dania Beach. This partnership between the CRA, FIU, and DOE will be integral to expanding business education and partnerships in Dania Beach.

Support Business Retention and Recruitment

There is a continued need to support local businesses through business education, employment training, replacement of vacant properties, and improved visibility within the downtown district and Federal Highway corridor. The CRA should implement policies and programs that increase property owner awareness, business owner activity, coordinate with local workforce employment trainers, reduce vacancy, and increase regional attraction for small and targeted business success.

Figure 1.6-1 Spirit Airlines Headquarters



Figure 1.6-2 Derecktor Marine Service



1.7 Conclusion & Implementation Strategy

The CRA is responsible for planning, updating, funding, and implementing various activities related to the CRA Plan. The CRA has the authority to control its actions and requirements as outlined in *Appendix J*. These projects are based on the current CRA work program and public comments received during the planning process. The CRA does not have a dedicated Tax Increment Financing (TIF) funding stream, so the agency's budget is established through the city's annual budgeting process. Currently, the funds allocated to the CRA are insufficient to fully fund the CRA's projects and tasks. In order to align the CRA's work program with the City's work program, it is recommended that a future CRA 5-year funding plan be identified and agreed upon.

When considering providing incentives, the CRA will consider whether the proposed incentive is compliant with federal, state, and local laws, whether it is aligned with the goals and principles of the Dania Beach CRA Redevelopment Plan, and what the expected return on investment will be from both a financial and public benefit perspective.

To create a preliminary Capital Improvement Program budget, further review and discussion will be required to determine the base year and 5-year Tax Increment Finance budget based on CRA and community priorities. The preliminary estimated cost range will also be used to start a conversation on budget requirements and prioritization, and alternative funding sources may be considered and included in future annual budgets if approved by the CRA.

Implementation Projects

This CRA Plan Update concludes with Table 9.1-1, which contains improvement projects and activities. The includes a description of the project, the project lead, a preliminary cost estimate and short term priority listing. These initial preliminary costs are estimates only and are subject to change with final program development, CRA Board prioritization and future CIP budgeting. The table summarizes the total public investment in plan implementation at the time of the CRA Plan's publication, and it may be updated in subsequent years through annual updates and funding of the Capital Improvement Program.

The recommended projects and actions include:

- ◆ **Federal Highway Public Realm Enhancements -**
Evaluate and complete a preliminary design for FDOT review of placemaking sign elements and wayfinding signage in the City Center and Arts, Entertainment & Innovation District limits.
- ◆ **NW and SW 1st Street Enhancements -**
Redesign and construct a Complete Street with increased pedestrian emphasis. Include public art installation locations. Modify land development code requirements to promote dual building frontages and midblock pedestrian connections.
- ◆ **CRA Website Enhancements -**
Improve and maintain the website to increase public communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.

- ◆ **Business Academy Support -**
Continue to support small business management education and training within the program.
- ◆ **Commercial Façade Grant Program -**
Continue to support and streamline the grant program to promote curb appeal enhancements along Federal Highway. Consider program expansion that incentivizes property owner actions and supports existing small business tenants in enhancements along Federal Highway.
- ◆ **At Home Dania Beach Program -**
Continue to support and consider expansion of the CRA-led development of low-income affordable single-family homes program through the First Time Homebuyer Program and Residential Revitalization Programs. Investigate the feasibility of the development of low-income affordable multi-family and workforce housing through this program. This investigation should include a return on investment comparison of the benefits and efficiencies of creating multi-family housing versus single-family detached housing.
- ◆ **Project Arts, Entertainment & Innovation District -**
Evaluate code and plan revisions, public realm improvements, and use of non-residential improvement grants (e.g., paint, landscape, etc.) to support improvements and branding of the district.
- ◆ **Special Events and Festivals -**
Continue to support the CRA-led events that activate the City Center sub-area.
- ◆ **Non-Residential Improvement Program -**
Establish new minor improvement (e.g., paint, landscape, etc.) program for existing small business building frontage enhancements along Federal Highway.
- ◆ **The PATCH Master Plan Implementation -**
Implement master plan elements by resolving land ownership through improvement relocation or easements, installing ADA sidewalks, and increasing program delivery.
- ◆ **Workforce Training Program -**
Identify secondary and higher education providers to partner on aligned local business employment skills programs.
- ◆ **Target Industry Inquiry -**
Establish a local business inventory, conduct outreach and annual electronic business surveys to identify market conditions, and determine critical needs of local business leaders.

CRA Background & Planning Process

Redevelopment Plan Update

Chapter 02



2. Background & Planning Process

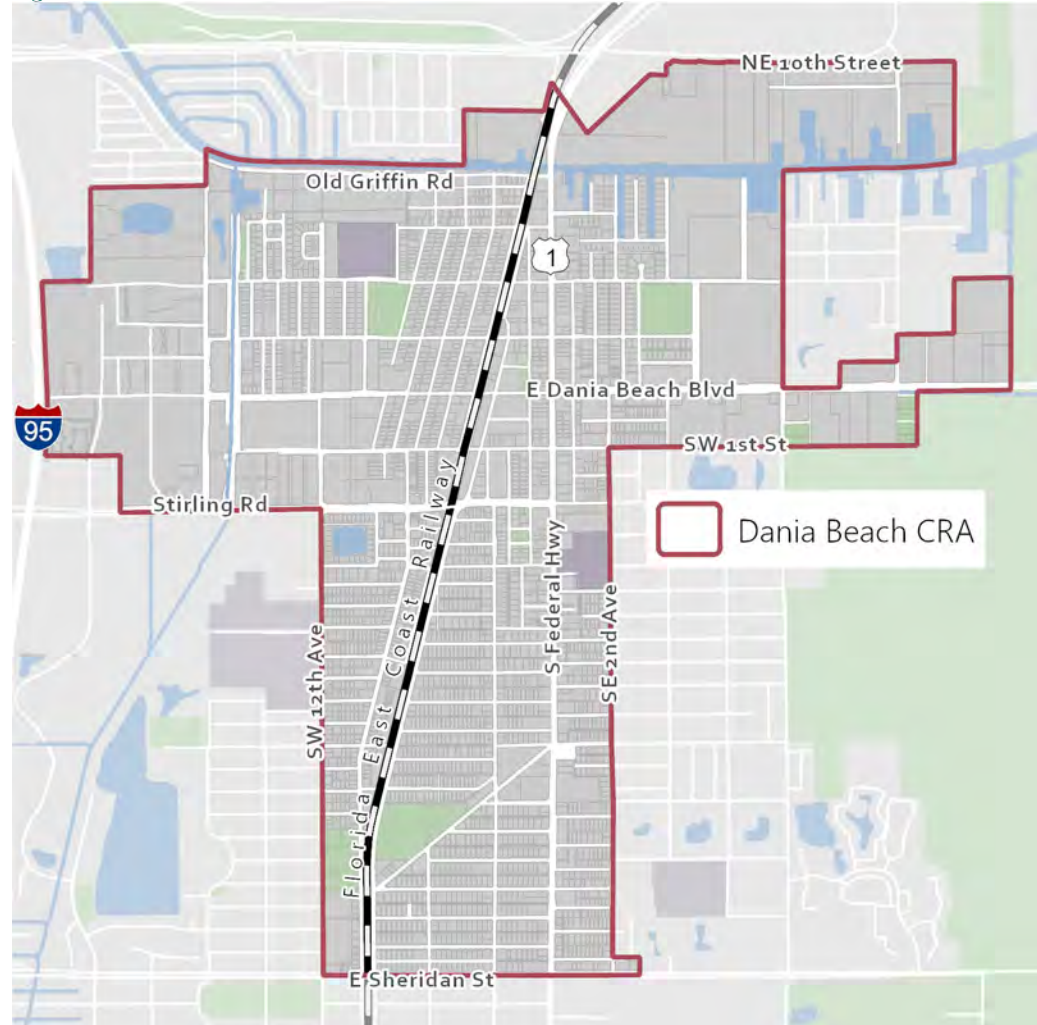
2.1 Background

The Dania Beach Community Redevelopment Area Plan Update presents new strategies for addressing slum and blight. The update includes input from residents and stakeholders and presents findings in a comprehensive manner. The aim is to provide a plan for solving these issues in the Dania Beach community.

2.1.1 CRA Designation & Limits

The City of Dania Beach identified a need for community redevelopment in the early 2000s, and the Finding of Necessity (FON) was approved in 2002. The original CRA Redevelopment Plan for the newly formed 525-acre CRA was approved in 2004. In 2009, a second FON report was approved that expanded the CRA boundaries to include an additional 824 acres, bringing the total area to 1,349 acres. The Redevelopment Plan was updated in 2009 and again in 2015 without any change to the boundaries.

Figure 2.1-1 CRA Boundaries



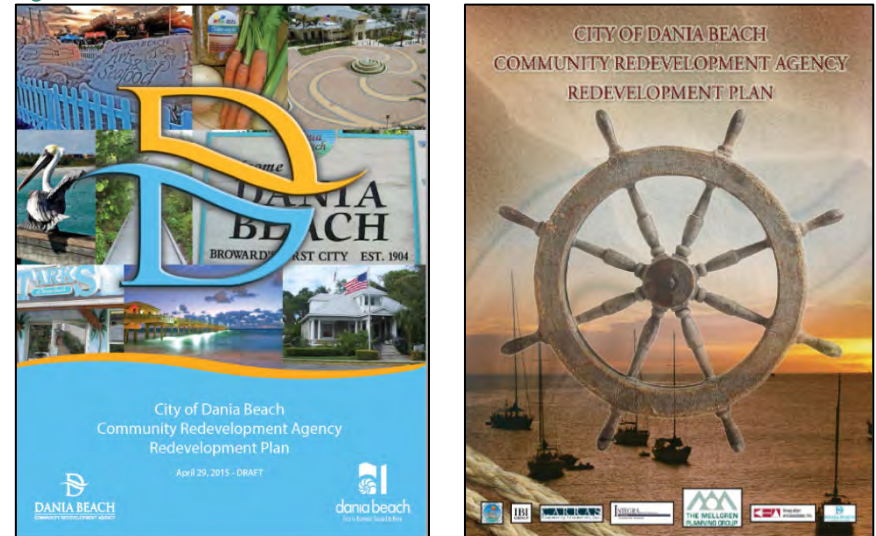
2.2 Plan Update Process

The creation of this CRA Redevelopment Plan Update will inventory rapid changes in existing conditions relating to new development and provide increased focus on economic development strategies that will benefit Dania Beach's future employment environment.

2.2.1 Existing Plan & Data Review

Several planning techniques were utilized to review existing conditions, engage residents, elected officials, administration, and major business employers, and prepare implementation recommendations for his CRA Plan Update. A review of the previously completed FON reports, CRA Plans, and Comprehensive Plan was completed. City and Broward County (County) digital Geographic Information System (GIS) parcel data sources were collected, mapped, and analyzed by major topic areas.

Figure 2.2-1 Past Dania Beach CRA Plans



2.2.2 Data Sources

The data sources used throughout the CRA Redevelopment Plan Update are presented in Table 2.2-1. The availability of these data sources at different geographic levels is noted, as well as the age of each source. This information is important for understanding the reliability and relevance of the data used in the report.

Table 2.2-1 CRA Plan Update Sources

Source	Dataset	Geographic Availability	Date	Report Section
American Community Survey (ACS)	Population data, Demographic data, Socioeconomic data	Census Geographies	2010 – 2020	Existing Conditions, Housing, Economic Development
U.S. Census Bureau	Population data	Census Geographies	2020	Existing Conditions, Housing, Economic Development
Broward County Property Appraiser	Tax values, Property information, Parcel GIS linework	Individual parcels	March 2022	Existing Conditions, Housing, Economic Development
City of Dania Beach	GIS Data, RAC data	City	2022	Existing Conditions, Housing
Florida Department of Transportation (FDOT)	Traffic information, transportation GIS linework	Statewide	2022	Existing Conditions
University of Florida Bureau of Economic and Business Research (BEBR)	Population projections	County	2010-2040	Housing
Shimberg Center for Housing Studies	Employment projections	County	2010-2040	Housing
U.S. Department of Housing and Urban Development (HUD)	Income limits	Metro Area	October 2022	Housing
Longitudinal Employer-Household Dynamics (LEHD)	Employment information	CRA	2019	Economic Development
Florida Department of Economic Opportunity (FDE)	Employment Info	County	2022	Economic Development
U.S. Bureau of Labor Statistics (BLS)	Wage information	Metro Area	October 2022	Economic Development
CoStar	Real estate data	CRA		Housing, Target Industries

2.2.3 Community Engagement

The Redevelopment Plan Update process included numerous methods of engaging with residents, businesses, property owners, officials, and other stakeholders.

Community Redevelopment Agency

The Community Redevelopment Agency Board met during a virtual public workshop on January 18, 2022. On February 8, 2022, the CRA met during a hybrid public workshop and provided input on their input to the CRA staff.

On April 12, 2022, the CRA met during a public workshop and provided detailed priorities to CRA staff and VHB. The following is a summary of the main ideas expressed by members.

- ◆ Creation of an arts and entertainment district
- ◆ Maximizing the potential of the PATCH and growing its visibility
- ◆ More public art in the CRA
- ◆ Increased options for affordable or workforce housing
- ◆ Sustainability
- ◆ Beautification program
- ◆ A long-range funding plan
- ◆ Workforce preparedness and placement
- ◆ Citywide wayfinding
- ◆ Increased policing or enhanced code enforcement
- ◆ Access to technology and training

Stakeholder Focus Groups

On July 21, 2022, a meeting with interested development industry professionals occurred at City Hall in its second-floor conference room. The CRA coordinated invitations and advertisements for the events. The meeting included inquiring and discussing major developments and key issues affecting

future development within the CRA. Major items identified included:

- ◆ Continue to support development in Dania Beach
- ◆ Residential units are needed
- ◆ Community education to support new development is helpful
- ◆ Need additional residential units and office entitlements
- ◆ Improve infrastructure (water, sewer, roads, etc.) along development corridors
- ◆ Invest in information technology (high-speed internet) in key innovation target areas

Follow-up discussions were held with CRA and City staff on April 25, 2022. See [Appendix B](#) for the presentation.

Community Workshops

A series of four workshop meetings were conducted on June 8th and 9th, 2022, at City Hall. The CRA coordinated invitations and advertisements for the events. The meetings were scheduled from 3-5 PM and 6-8 PM each day to offer flexibility in attendance. See [Appendix C](#) for the presentation.

SWOT Assessment

During the community workshop meetings, participants were provided the opportunity to provide input on the major issues affecting the CRA. A Strengths, Weaknesses, Opportunities, and Threats (SWOT) Assessment was conducted in the four meetings. The following summary information was collected based on the collective input received from the public.

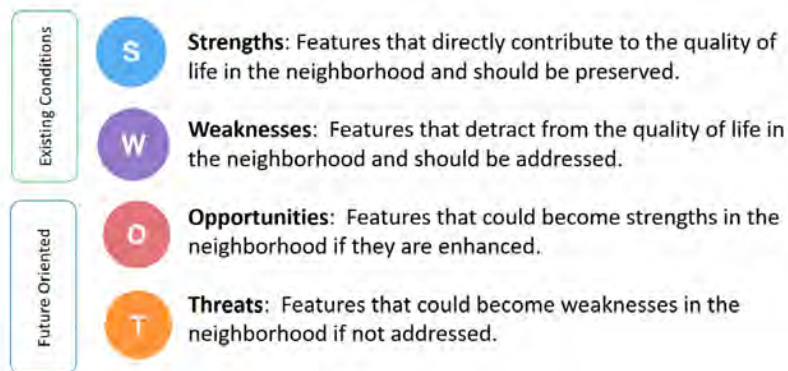
Strengths were defined as existing assets to the community. Major Strengths identified include:

- ◆ Community's historical legacy
- ◆ Convenient location and access to transportation
- ◆ Increased regional recognition due to Dania Pointe
- ◆ The scale of the community

Figure 2.2-2 Residents at SWOT Workshop



Figure 2.2-3 SWOT Diagram



Weaknesses were defined as existing conditions that are detrimental to the community. Major Weaknesses identified include:

- ◆ Lack of an established community identity.
- ◆ Lack of property upkeep and maintenance.
- ◆ Segmented street pattern.
- ◆ The prominence of national chain storefronts.
- ◆ Traffic and congestion.

Opportunities were defined as conditions that have the potential to provide future benefits to the community. Major Opportunities identified include:

- ◆ Enhancement of landscaping and street tree canopy alongside new development
- ◆ Workforce enhancement with job training and placement strategies
- ◆ Potential locations for an arts and entertainment district
- ◆ Strong local history that can be recognized and highlighted

Threats were defined as conditions that have the potential to provide future harm to the community. Major Threats identified include:

- ◆ Neighborhood scale
- ◆ Lack of communication between the City, CRA, and residents
- ◆ Lack of programs for young adults
- ◆ Lack of advertisement for existing young adult initiatives and neighborhood outreach
- ◆ Population growth and change in community character

2.2.4 Plan Outputs

Chapters four through eight of this Redevelopment Plan Update have a corresponding set of goals, objectives, and strategies. The final chapter in the Redevelopment Plan Update includes a table compiling all Goals, Objectives, and Strategies presented.

Goals

The goals presented in this plan are general statements of desired community outcomes. While these are broadly written, they are specific enough to assess whether progress has been made in achieving them.

Objectives

This plan's objectives are more specific and a subset of goals. These objectives will have a measurable metric used to benchmark the progress made.

Strategies

Strategies are the most specific operational actions presented in this Redevelopment Plan Update. The strategies are intended to implement the desired outcome established in corresponding goals and objectives.

Benchmarks

Benchmarks are a standard against which actions may be compared or assessed. The benchmarks in the CRA Plan Update are intended to add to annual CRA reporting and measure progress over time.

2.2.5 Monitoring and Evaluating Outcomes

The CRA Plan would benefit from a set of annual measurement tools to track changing conditions and provide the data needed to complete Florida Statute's required annual reporting and include additional information selected by the Dania Beach CRA to gauge its longer interval progress. Specifically, digital data should include the following:

GIS Parcel Data

Sub-area zone data with total parcels, amount of residential units, non-residential square feet, and annual change.

City Permit Data

Total permits issued and Certificate of Occupancy granted.

Broward Sheriff's Office Reporting Data

Total calls by major event type within sub-area zones.

City Code Enforcement Call Data

Total call by major event type within sub-area zones.

City Fire/EMS Call Data

Total calls by major event type within sub-area zones.

Resident and Business Consults

Total number of public information contacts, business surveys, and key topics.

Taxable Value Growth

Both Residential and Non-Residential change in annual tax base growth.

Existing Conditions

Redevelopment Plan Update

Chapter 03



3. Existing Conditions

This section documents the current conditions of various aspects of the CRA. Unlike the following chapters of the CRA Plan Update, Chapter 03 does not include a set of goals, objectives, and strategies. Instead, these broader topics are meant to inform the overall plan.

3.1 Population and Demographics

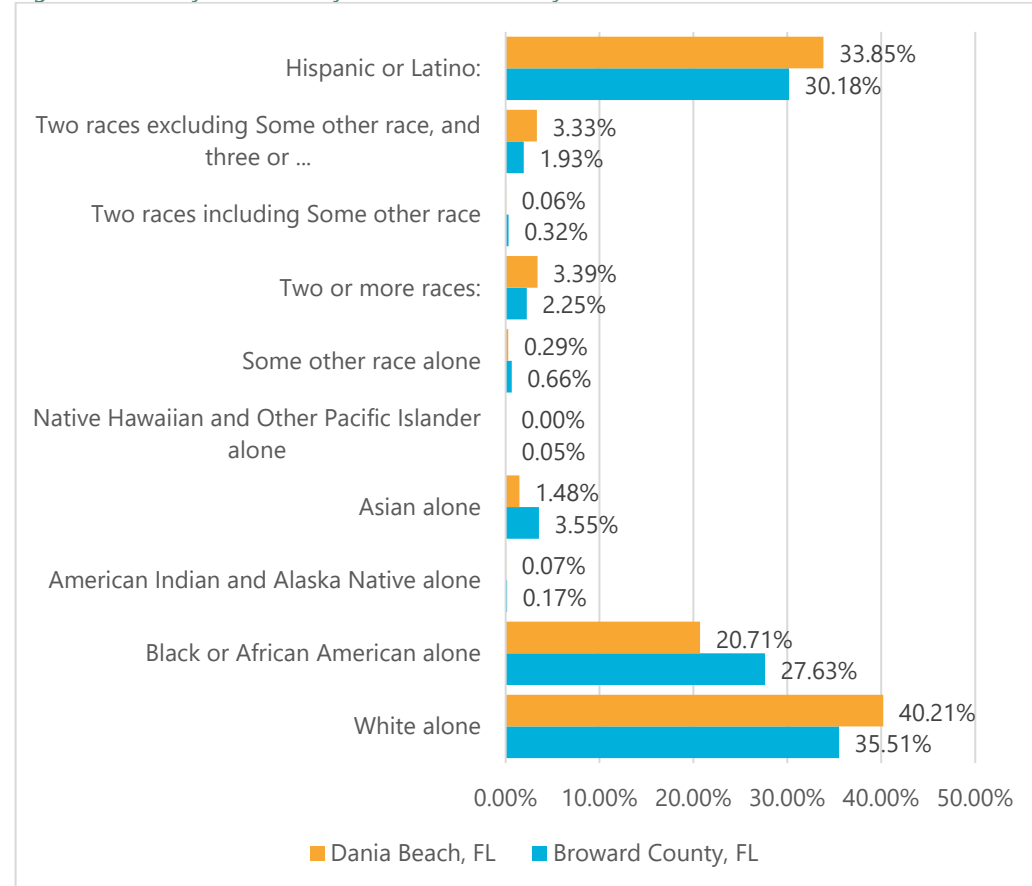
3.1.1 Total Population

The population of Dania Beach is 32,125, according to the 2020 American Community Survey 5-Year Estimates. This is approximately 1.65% of Broward County's total population of 1,942,273. Dania Beach makes up approximately 0.65% of the county's land area.

3.1.2 Race and Ethnicity

Dania Beach's population is approximately 4.7% more White alone, 3.67% more Hispanic or Latino, and 6.92% less Black or African American than Broward County as a whole.

Figure 3.1-1 City and County Race and Ethnicity



Source: 2020 ACS 5-Year Estimates

3.2 Future Land Use

The entire CRA limits were designated with the Regional Activity Center (RAC) category in 2010. The City's land use category intends to provide more development flexibility within the CRA. Concurrently with this action, the City created new neighborhood zoning categories for Sun Garden Isles, College Gardens, and Dania Beach Heights to preserve the existing neighborhood character while encouraging infill development and housing choices.

In February 2022, the City approved a Comprehensive Plan Amendment that seeks to increase the residential development entitlement for the RAC. The proposed amendment seeks to add 4,000 density units to the RAC with a reduction offset of 30 acres of commercial use.

The proposed amendment is being processed by Broward County and the State of Florida for review and approval. *Table 3.2-1* illustrates the RAC breakdown of permitted and proposed development uses within the CRA.

Table 3.2-1 Regional Activity Center (RAC) - Current and Proposed Allocations

Use	Current	Proposed	Net Change
Residential Types	7,818 du's consisting of: 2,348 Single-family 2,165 High-rise 2,047 Townhouses 972 Garden Apt 286 Duplexes	11,818 du's consisting of: 2,348 Single-family 2,165 High-rise 2,047 Townhouses 972 Garden Apt 286 Duplexes 317 Single-family 3,683 Multi-family	+ 4,000 du's: +317 Single-family +3,683 Multi-family
Hotel	640 rooms	640 rooms	No change
Commercial	264 acres plus 500 ksf	294 acres plus 500 ksf	30 acres
Industrial	247.5 acres	247.5 acres	No change
Employment Center	74.5 acres	74.5 acres	No change
Community Facilities	36.2 acres	36.2 acres	No change
Parks & Rec (min.)	40.5 acres	40.5 acres	No change
Transportation	6.5 acres	6.5 acres	No change
Conservation (min.)	2.6 acres	2.6 acres	No change
Utilities	2.5 acres	2.5 acres	No change

Source: City of Dania Beach – RAC Monitoring Table; Dated May 16, 2019; Updated May 5, 2022.

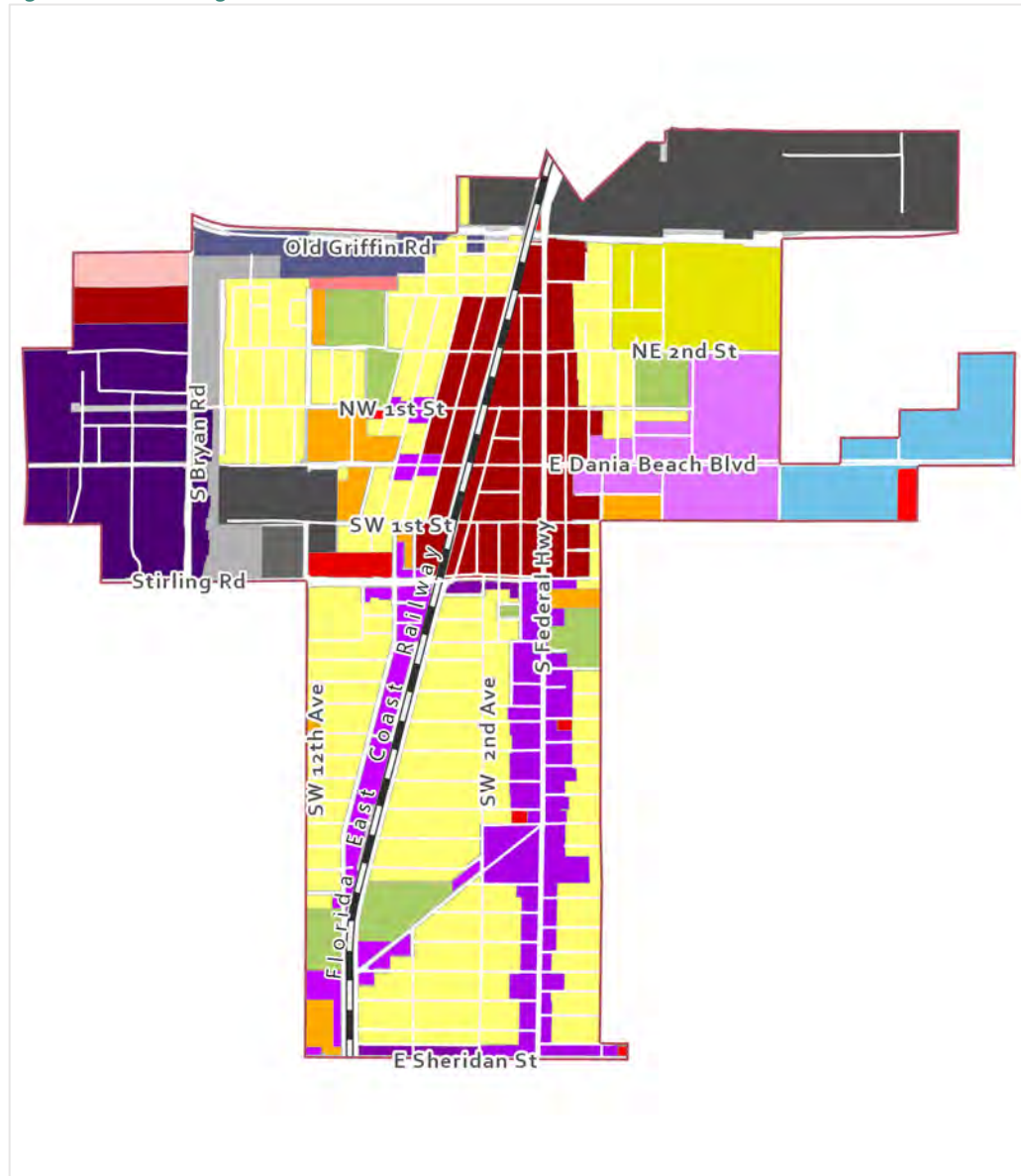
3.3 Zoning

Within the past CRA Plan's process, community stakeholders supported the creation of form-based zoning districts that recognize different development patterns and reinforce community features.

The zoning districts in the Dania Beach CRA consist of Mixed-Use, Commercial, Residential, and Industrial districts with sub-districts that were calibrated to the pattern of parcel development and are further shown in *Figure 3.3-1*. These zoning districts are largely consistent with the Future Land Use Map.



Figure 3.3-1 Zoning Districts



3.4 Major Development Projects

Dania Beach is in a period of sustained investment. Between 2013 and 2018¹, projects completed in the city included:

- ◆ 367 dwelling units
- ◆ 1,226 hotel rooms
- ◆ 551,774 square feet of retail
- ◆ 491,599 square feet of industrial

2019-2021 active construction projects, including:

- ◆ 2,150 dwelling units
- ◆ 570 hotel rooms
- ◆ 999,200 square feet of retail
- ◆ 57,197 square feet of industrial

Much of this has been part of the 102-acre Dania Pointe development. Overall, it will include nearly one million square feet of retail and restaurants in addition to luxury apartments, hotels, Class A offices, and public event space.² Complete buildout of the development is expected by 2026, but it is already proving to be a popular attraction.

A sample of ongoing developments within the CRA is discussed in this section. Some of these are part of the Dania Pointe development, while others are not. A map showing these and other development projects is shown in *Figure 3.4-1*.

Spirit Airlines Headquarters

The new Spirit Airlines Headquarters is under construction adjacent to the ongoing Dania Pointe development. It includes:

- ◆ A six-story headquarters office (180,000 square feet)
- ◆ A two-story flight simulation center (103,000 square feet)
- ◆ A seven-story parking garage (998 spaces)
- ◆ A seven-story residential development (200 units)
- ◆ A separate residential parking garage (297 spaces)

Soleste CityLine

Soleste CityLine is an 8-story, 340-unit multi-family development. The project broke ground in 2020 and is expected to open in 2023.

Oasis Pointe

Oasis Pointe is a luxury apartment development - the first on the waterfront in this area. It includes several indoor and outdoor amenities, including butterfly gardens, a waterfront boardwalk, and a 19-slip marina.

Seaview #1

Sea View is a resort-style residential building with 385 units. Located on East Dania Beach Boulevard, it is within walking distance of the Dania Beach Fishing Pier. It also includes a long list of luxury amenities.

¹Dania Beach CRA 2020-2021 Annual Report

² Source: KimcoRealty.com

Avery Dania Pointe East

Avery Dania Pointe East is a residential development with 336 luxury units. This is the second phase of the Avery Dania Pointe residential development, which is part of the Dania Pointe development program.

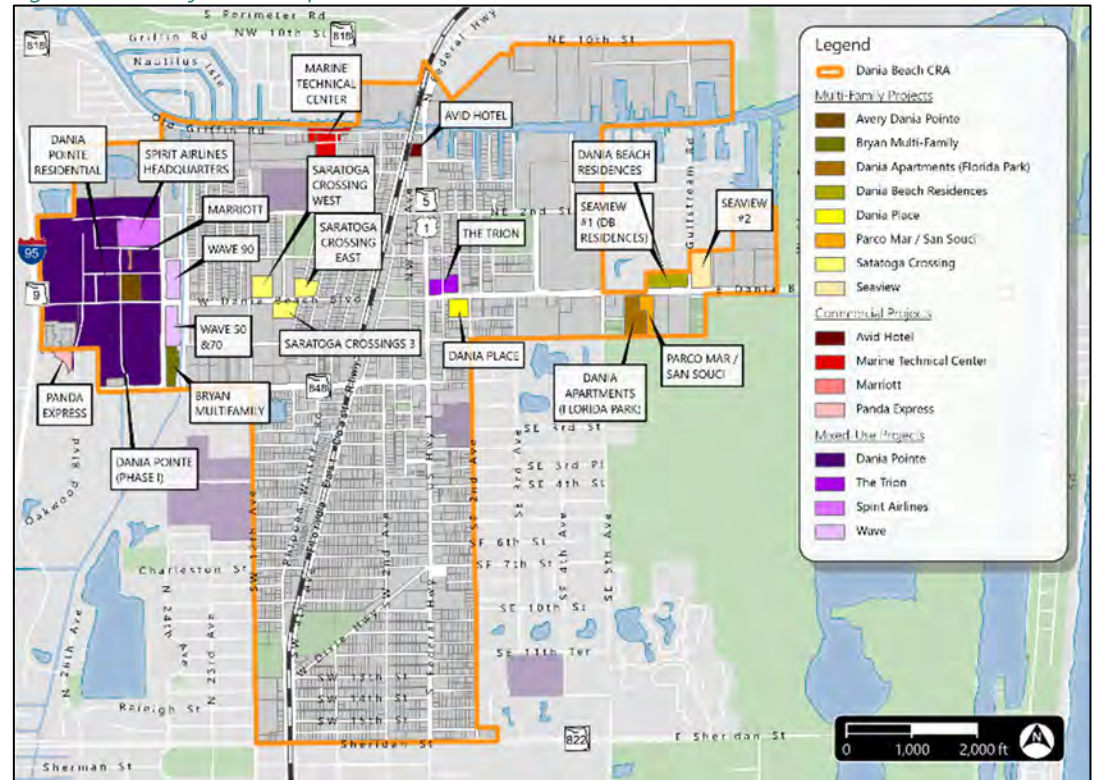
AC Hotel by Marriott

The AC Hotel is under construction as part of the Dania Pointe development. It includes 154 rooms on eleven floors, a restaurant, an outdoor pool, a gym, and a business center.

Marriott at Dania Pointe

The Marriott at Dania Pointe is a 196-room hotel connected to the previously discussed AC Hotel, although it does not share a public connection. It includes amenities, including an infinity pool, cabanas, restaurants, a club floor, a conference center, and a business center.

Figure 3.4-1 Major Development Districts



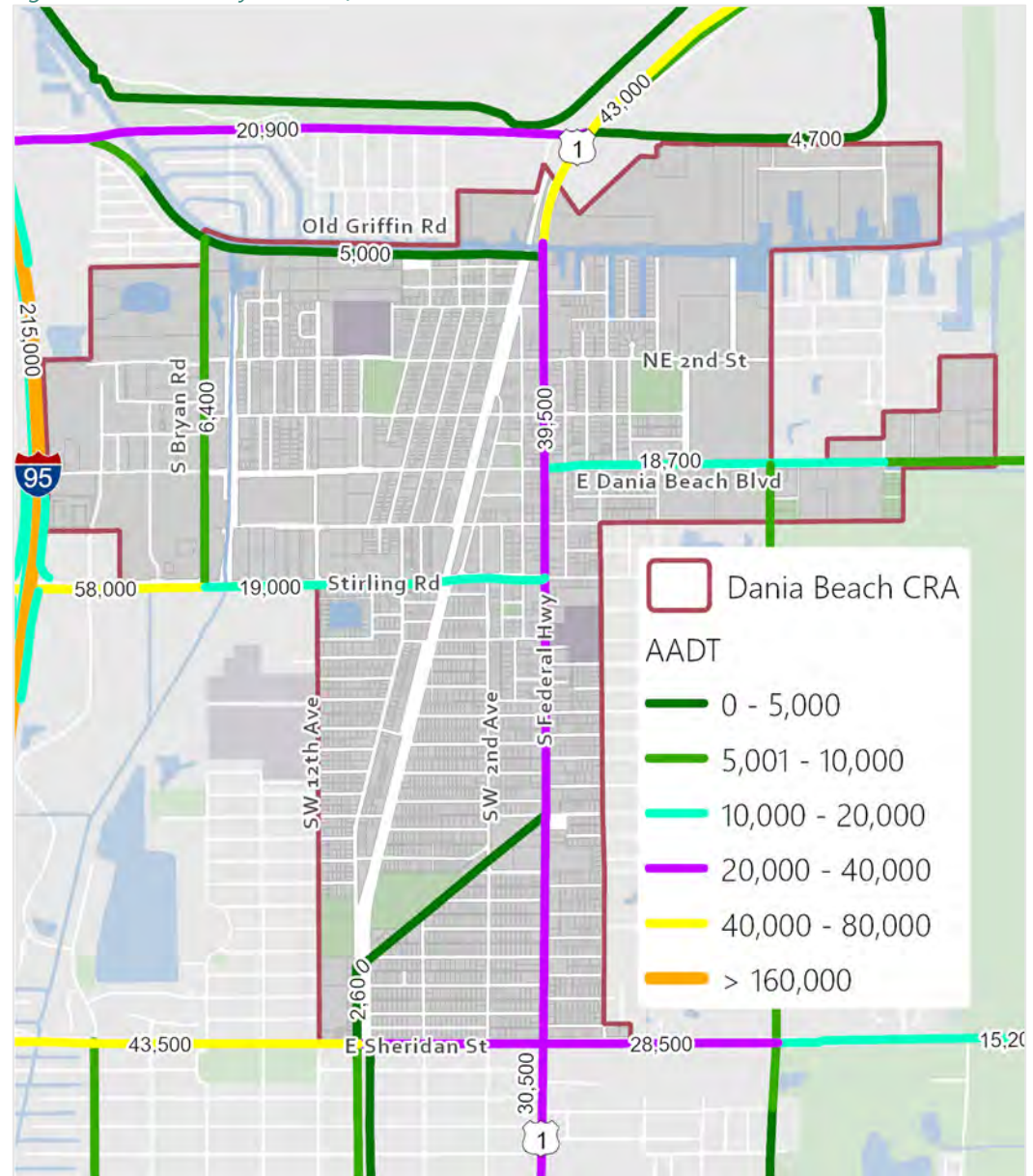
3.5 Transportation

The CRA is served by Federal, State, County, and Local roadways. The largest of these is Interstate 95 (I-95), which runs along the west boundary of the CRA. I-95 has an Average Annual Daily Trip (AADT) count of 245,000 trips South of the Stirling Road interchange.

South Federal Highway (U.S. Route 1) runs through downtown Dania Beach and the center of the CRA. The segments that run through the CRA have four travel lanes and an AADT ranging from 39,500 to 33,500.

Stirling Road has a 19,000 AADT west of South Federal Highway, increasing to 58,000 AADT west of the South Bryan Road intersection. East Dania Beach Boulevard has an AADT of 18,700.

Figure 3.5-1 Roadway Levels of Service



3.6 Property Tax Revenue

A review of the 2021 calendar year Broward County Sales Tax Data is represented in *Figure 3.6-1*. The highest concentration of taxable values is shown in dark brown and includes Dania Live (Dania Pointe) development and the Dania Beach Casino.

The green mapping depicts public ownership properties where no taxable value exists—more than 6.5% of the CRA acreage.

The Federal Highway corridor is a major vehicular capacity roadway with high community visibility. The small parcel sizes, age, and development patterns provide limited taxable values. Redevelopment strategies are needed for this critical corridor that assists parcel aggregation and promotes redevelopment investment.

Figure 3.6-1 Taxable Value

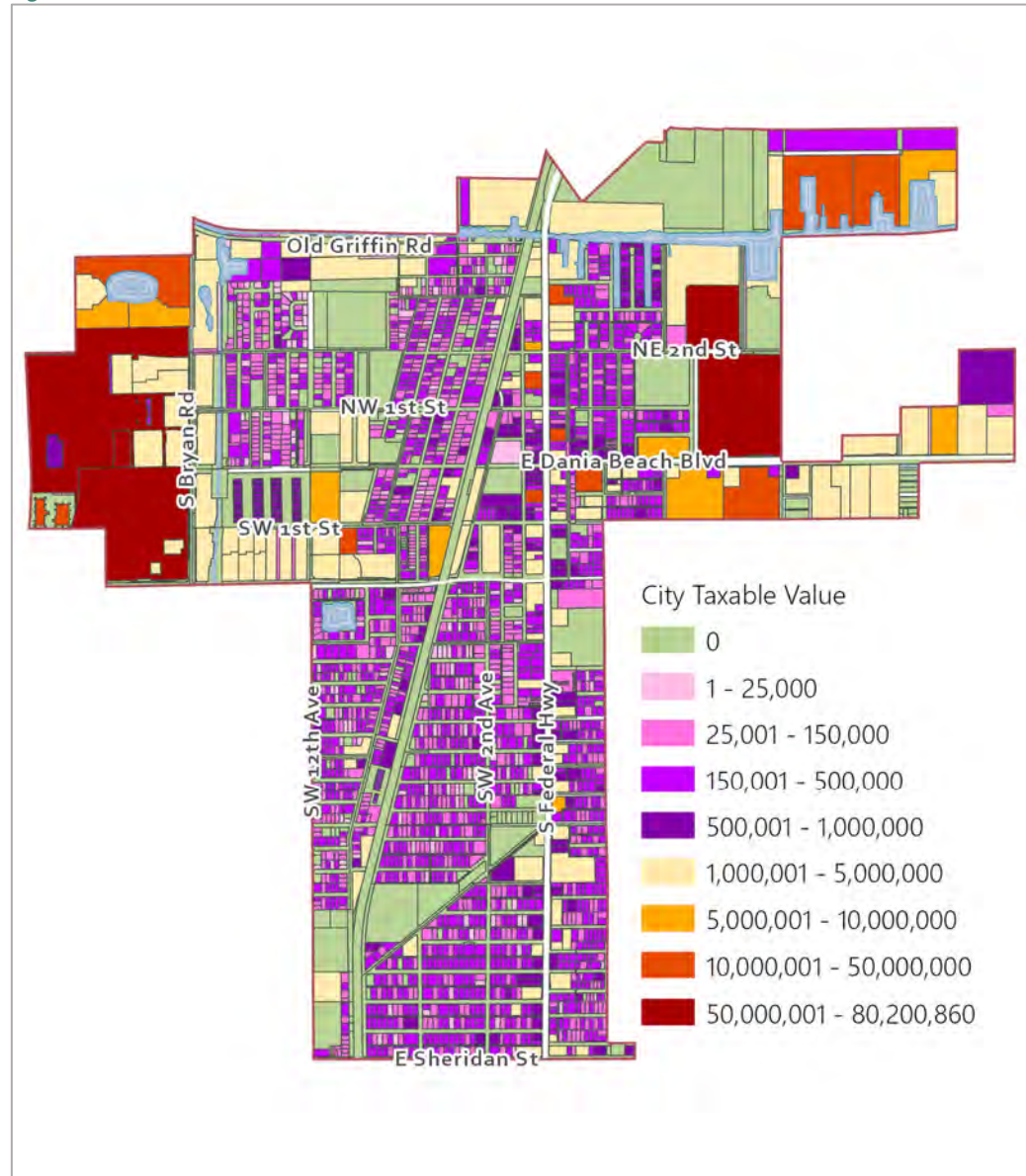


Table 3.6-1 Property Distribution Within the CRA Limits

Use Type	Taxable Value (2021)		Parcels		Acreage		Gross Square Feet	
	Value (\$)	Percent	Parcels	Percent	Acres	Percent	Sq Ft	Percent
Residential	\$461,012,750	37.3%	2,294	74.2%	399	33.3%	4,515,744	43.68%
Commercial	\$598,542,760	48.4%	357	11.6%	364	30.4%	3,608,783	34.91%
Industrial	\$164,622,780	13.3%	168	5.4%	102	8.5%	1,557,447	15.06%
Institutional	\$7,053,760	0.6%	48	1.6%	50	4.2%	446,059	4.31%
Miscellaneous	\$4,629,000	0.4%	192	6.2%	198	16.5%	1,868	0.02%
Governmental	\$6,460	0.0%	31	1.0%	86	7.1%	208,957	2.02%
Totals	\$1,235,867,510	100.0%	3,090	100.0%	1,198	100.0%	10,338,858	100.0%

Source: Broward County Property Appraiser

See **Appendix H** for the related Dania Beach CRA Tax Increment Finance 2021 forecast projections.

Enhanced Neighborhood Framework Redevelopment Plan Update

Chapter 04



4. Enhanced Neighborhood Framework

4.1 Framework Overview

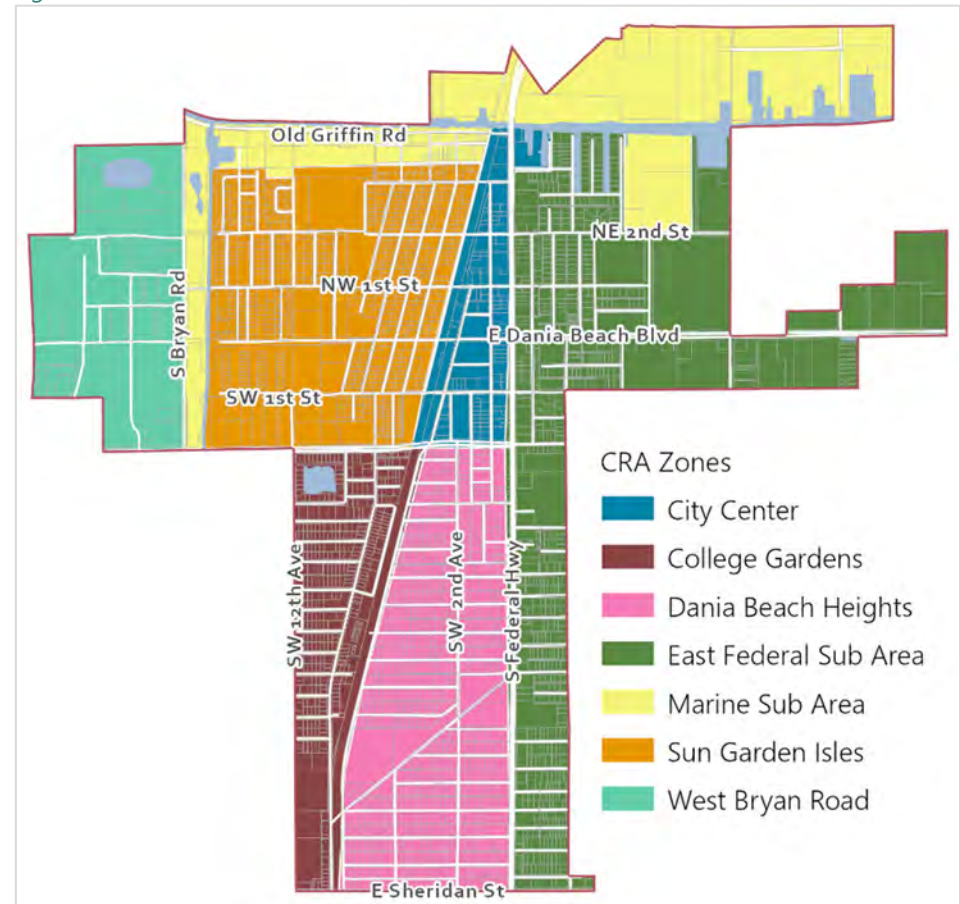
The Dania Beach CRA has identified several unique sub-area zones with individual and collective characteristics that necessitate differing redevelopment needs within the CRA. The zones were defined using major land use types, industry groups, natural features, and transportation corridors.

Table 4.1-1 displays Broward County Property Appraiser data identifying the acreage, number of single- and multi-family units, commercial gross square footage, and the number of parcels for each sub-area.

Table 4.1-1 CRA Sub-Area Composition

Sub-Area	SF Units	MF Units	Commercial GSF	Acres	Parcels
West Bryan Road	0	264	927,387	136	50
Marine	17	6	913,318	230	181
Sun Garden Isles	382	872	657,777	228	848
City Center	14	44	435,457	73	176
College Gardens	197	275	141,980	121	486
Dania Beach Heights	472	656	85,100	214	815
East Federal Highway	271	853	658,266	582	985

Figure 4.1-1 CRA Sub-Areas



The following narratives briefly describe each sub-area zone, identify major projects since 2015, and correlate public discussions that the team has heard during the CRA Plan update process. A table with goals, objectives, and strategies is included at the end of this chapter in **Section 4.10**. See **Appendix I** for all previous plans' Goals, Objectives, and Strategies.

4.2 City Center Zone

4.2.1 Description

As the first incorporated municipality within Broward County, Dania Beach has a long history of business activity along the Federal Highway corridor. The City Center zone is generally bounded by Federal Highway to the east, the Florida East Coast Railroad to the west, Old Griffin Road and the Dania Canal Cut to the north and Stirling Road to the south. The zone contains Dania Beach's main civic uses and its historic commercial district. It has been envisioned to become an active mixed-use downtown with higher densities and intensities that promotes an active, walkable lifestyle and cultural activities.

4.2.2 Development Activity Since 2015

The CRA has benefited from several planned, under-construction, and completed redevelopment projects within the zone. Major projects reported since the last CRA Plan Update include the following:

- ◆ Holiday Inn Express & Suites Fort Lauderdale Airport South
- ◆ Holocaust Documentation Center
- ◆ Hotel Dello Ft. Lauderdale
- ◆ Wyndham Garden Ft. Lauderdale Airport & Cruise Port
- ◆ Tru Hilton
- ◆ Comfort Suites

Figure 4.2-1 City Center Zone



4.2.3 Future Focus Areas

Project discussions with the interested public, property owners, elected officials, CRA and City staff, and industry representatives identified the following key items to be considered by Dania Beach in its updated master plan:

- ◆ Support the creation of an Arts, Entertainment & Innovation District along Federal Highway, generally from NE 2nd Street (north) to SE 5th Street (south).
- ◆ Support redesign of NW/SW 1st Avenue as a Complete Street with improved bicycle and pedestrian accommodation. Promote dual building frontage to activate block and midblock pedestrian connections from Federal Highway.
- ◆ Partner with FIU/DOE to promote the IP2Mkt Incubator regional business network and co-locate the CRA business office within the sub-area to increase visibility and access.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

4.3 College Gardens

4.3.1 Description

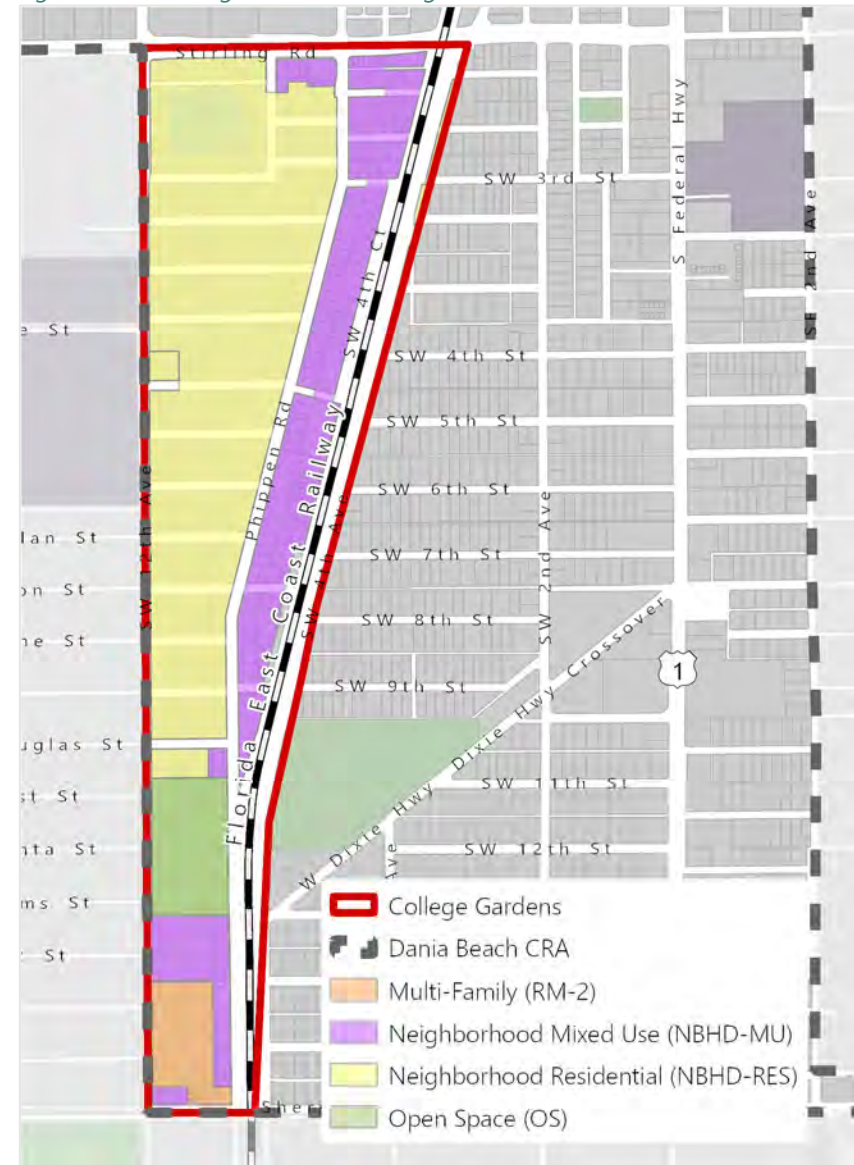
The College Gardens sub-area is bound by the Florida East Coast (FEC) railway corridor on the east, SW 12th Avenue on the west, Stirling Road on the north, and Sheridan Street on the south.

The area west of Phippen Road and north of Douglas Street is zoned NBHD-RES. This designation maintains the overall single-family character of the area by restricting the establishment of new two-family dwellings and requiring designs compatible with single-family dwellings.

The properties east of Phippen Road and west of the railway are zoned Neighborhood Mixed-Use (NBHD-MU). This district permits multi-family, commercial, and mixed-uses. Many of the existing uses are industrial in nature due to prior zoning designations and the proximity to the railway.

The West Lawn Cemetery south of Douglas Street and west of Phippen Road is zoned Open Space (OS). The College Gardens property to the south of the sub-area is zoned Multi-Family (RM-2), permitting a moderate density of residential development.

Figure 4.3-1 College Gardens Zoning Districts



4.3.2 Development Activity Since 2015

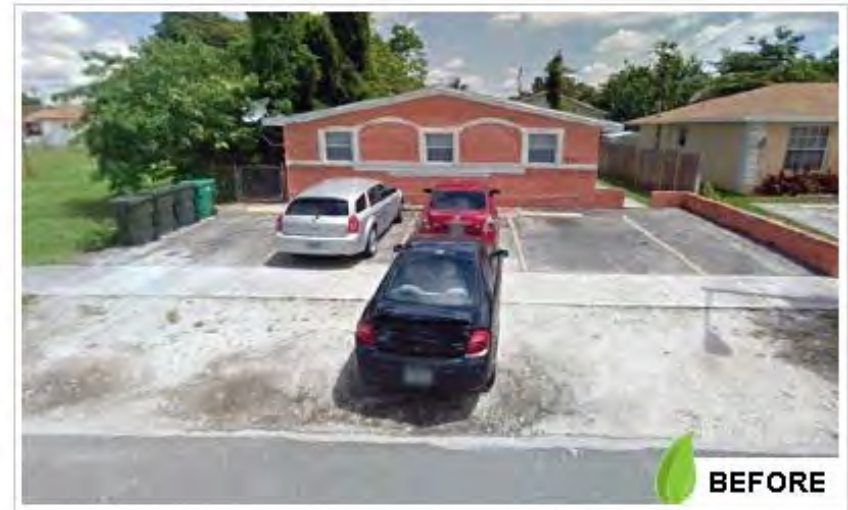
No major private development projects have occurred in this sub-area since the last CRA Plan update.

4.3.3 Future Focus Areas

The previous CRA Plans included recommendations to guide the redevelopment of College Gardens that are brought forward in this section and memorialized in the Appendices. The existing CRA Plan and the City's Oasis project focus on activities that support the rebuilding of city neighborhoods. Improvements have included new street signs, traffic calming, driveway pavers, curbing, crushed stone, and geotextile to replace asphalt or unpaved access drives in the public street right-of-way.

- ◆ Protect existing single-family residential neighborhoods from non-residential intrusion.
- ◆ Recognize that raising housing costs continues to affect existing homeowners, and partner to support increased housing options for all residents.
- ◆ Reduce poverty rates in CRA neighborhoods.
- ◆ Replenish the Regional Activity Center (RAC) CRA density pool. Identify and reserve base development units for platted properties as of right.
- ◆ Require an acceptable percentage of affordable housing unit accommodation in all future private large-scale residential entitlement applications.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

Figure 4.3-2 Oasis 6 – SW 4th, 7th, 8th, and 9th Streets



4.4 Dania Beach Heights

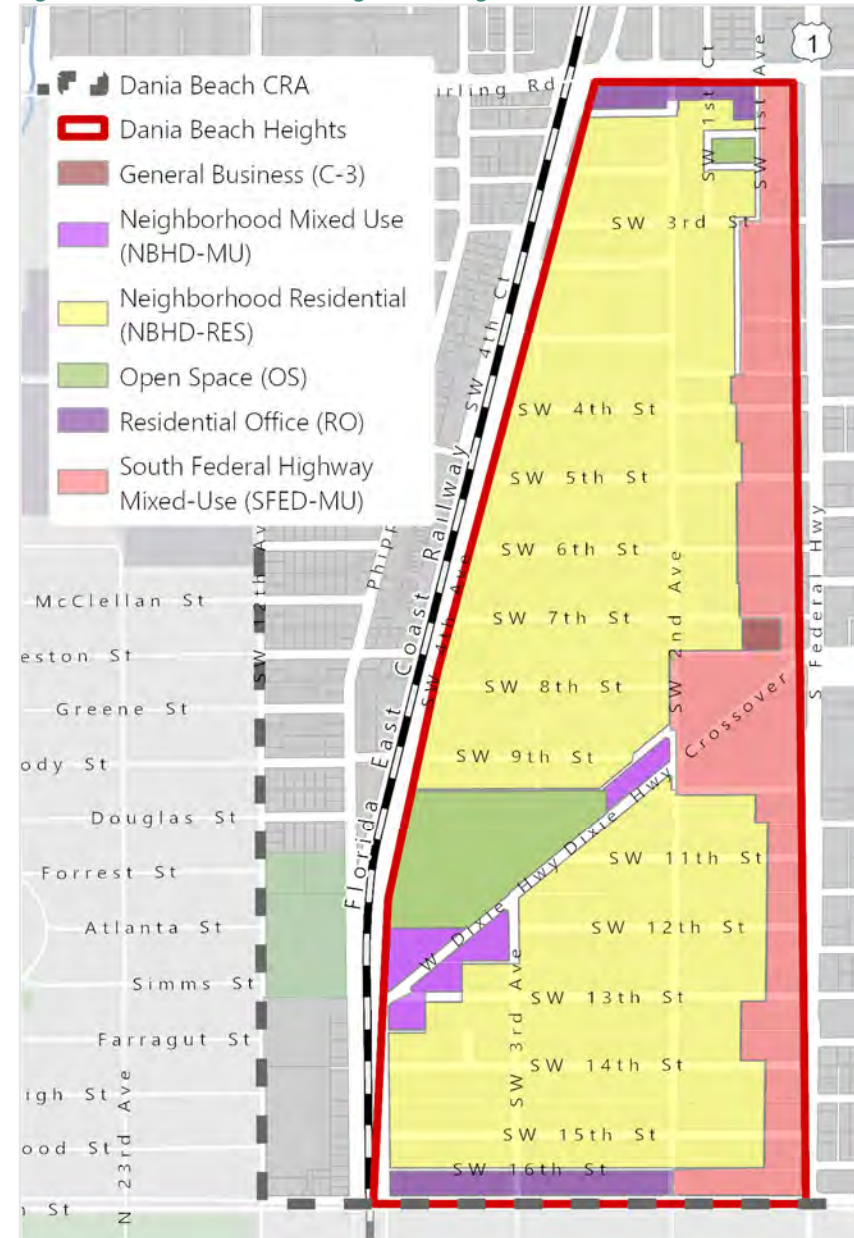
4.4.1 Description

The Dania Beach Heights sub-area is bound by the railway on the west, Sheridan Street on the South, Stirling Road on the North, and Federal Highway on the east.

The neighborhood is primarily zoned Neighborhood Residential, except for along certain corridors. The South Federal Highway Mixed-Use district comprises the eastern edge of the sub-area, permitting a mix of residential and commercial uses at a medium density.

The Neighborhood Mixed Use district is the next most prominent in the sub-area, being present along Stirling Road, West Dixie Highway, and Sheridan Street. The property zoned Open Space (OS) is the Woodlawn Cemetery. A small portion of the sub-area is zoned General Business (C-3).

Figure 4.4-1 Dania Beach Heights Zoning Districts



4.4.2 Development Activity Since 2015

The CRA has benefited from approved redevelopment projects within the zone. Major projects since the last master plan update include:

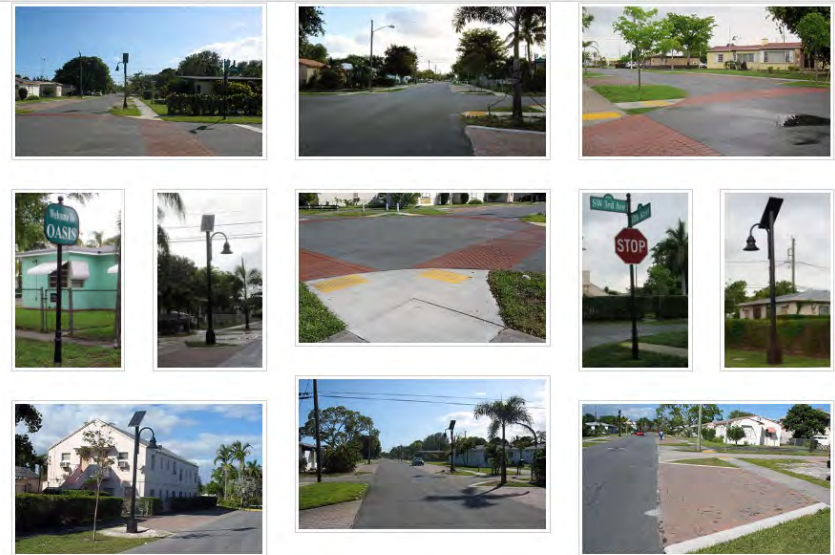
- ◆ American Maritime Officers 2 W Dixie Hwy Development - was approved and included 31,000 GSF of educational space.

4.4.3 Future Focus Areas

The focus areas for the Dania Beach Heights neighborhood include beautification and improvements to the housing stock. This will require significant investment, and previous plans have outlined recommendations to guide this process. Some of the specific improvements that have been made include new street signs, traffic calming measures, and the replacement of asphalt or unpaved access drives with driveway pavers, curbing, and crushed stone. Protect existing single-family residential neighborhoods from non-residential intrusion.

- ◆ Recognize that raising housing costs continues to affect existing homeowners, and partner to support increased housing options for all residents.
- ◆ Reduce poverty rates in CRA neighborhoods.
- ◆ Replenish the Regional Activity Center (RAC) CRA density pool. Identify and reserve base development units for platted properties as of right.
- ◆ Require an acceptable percentage of affordable housing unit accommodation in all future private large-scale residential entitlement applications.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

Figure 4.4-2 Oasis 1 – SW 3rd Avenue

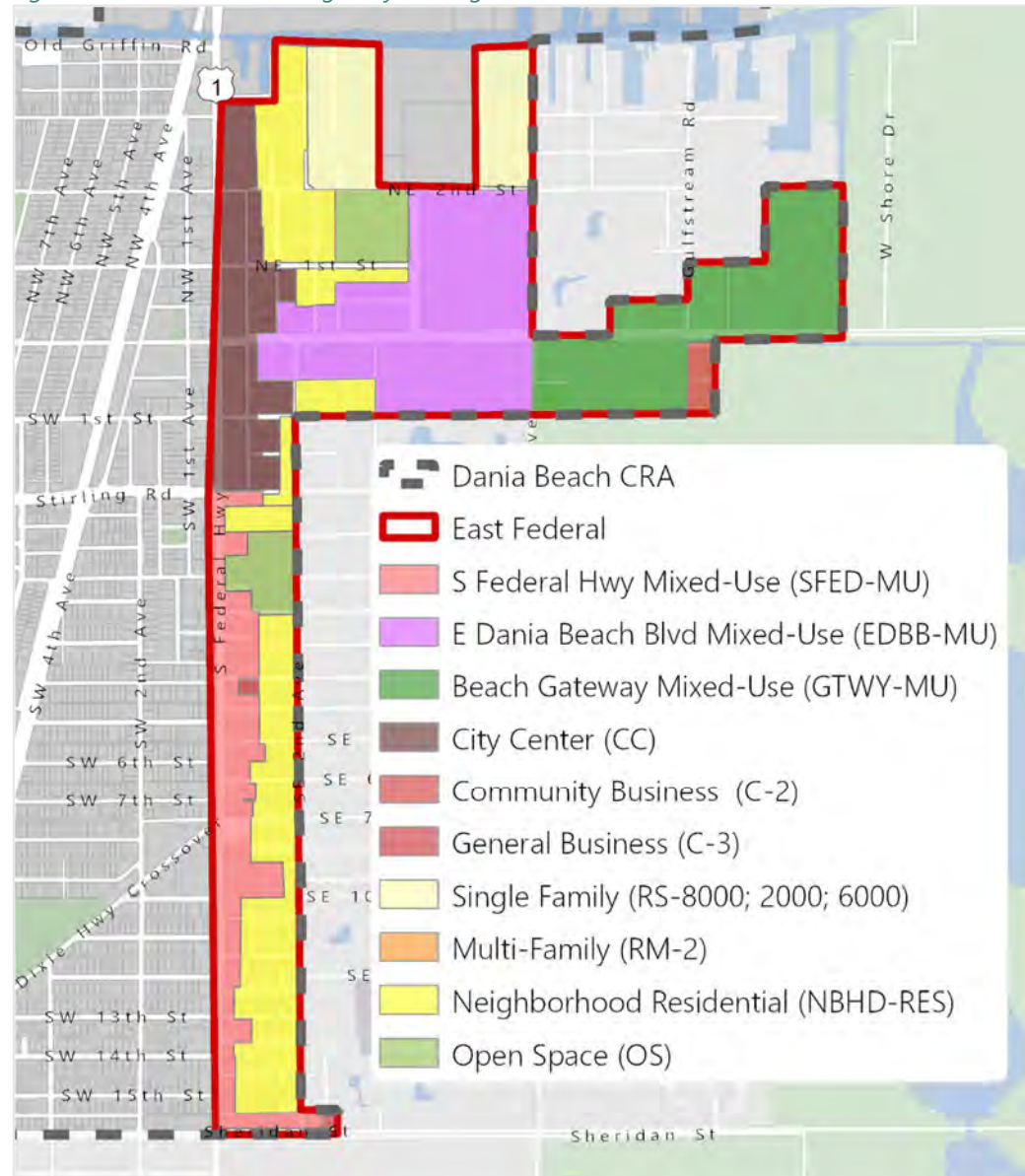


4.5 East Federal Highway Corridor

4.5.1 Description

The zone is located east of the Federal Highway corridor, and it stretches from the Dania Cut Canal in the north to Sheridan Street in the south. It contains small commercial uses along the Federal Highway, as well as larger suburban lot developments. The Dania Beach Casino can also be found in this zone, as well as newer high-rise residential developments along East Dania Boulevard. These buildings provide direct access to the Dania Beach pier, the Atlantic Ocean, and the Intracoastal Waterway.

Figure 4.5-1 East Federal Highway Zoning



4.5.2 Development Activity Since 2015

- ◆ Comfort Suites Downtown Dania (105 Rooms)
- ◆ Tru by Hilton Ft. Lauderdale Airport (115 Rooms)
- ◆ Soleste City Line (286 Units)
- ◆ 158 Dania Hotel (111 Rooms)
- ◆ The Place at Dania Beach (114 Units)
- ◆ Florida Park Residences (230 Units)
- ◆ Parco Mar / San Souci (237 Units)

4.5.3 Future Focus Areas

Project discussions with the interested public, property owners, elected officials, CRA and City staff, and industry representatives identified the following key items to be considered by Dania Beach in its updated redevelopment plan:

- ◆ Support the creation of an Arts, Entertainment & Innovation District along Federal Highway, generally from NE 2nd Street (north) to SE 5th Street (south), using partnerships with local businesses.
- ◆ Increase Dania Beach's downtown presence and sense of place along Federal Highway by installing the branded public realm and private development improvements.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

Figure 4.5-2 East Federal Highway Zone



4.6 Marine Zone

4.6.1 Description

This zone is generally located along the northern limits of the CRA and the Dania Cut-Off Canal to the east of Bryan Road. The marine industry in Dania Beach benefits from its proximity to Port Everglades, the Intercoastal Waterway, and the Atlantic Ocean and is home to more than 300 marine-related companies.

Figure 4.6-1 Marine Zone



Figure 4.6-2 Marine Sub-Zone



4.6.2 Development Activity Since 2015

- ◆ Mega Yacht (3,900 SF)

4.6.3 Future Focus Areas

Project discussions with the interested public, property owners, elected officials, CRA and City staff, and industry representatives identified the following key items to be considered by Dania Beach in its updated master plan:

- ◆ Recognize that the marine industry is important to Dania Beach's history, related to many leading target industries, and support its continued importance as part of the community's future.
- ◆ Partner and support increased workforce employment development programs for local businesses.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping.

4.7 Sun Garden Isles

4.7.1 Description

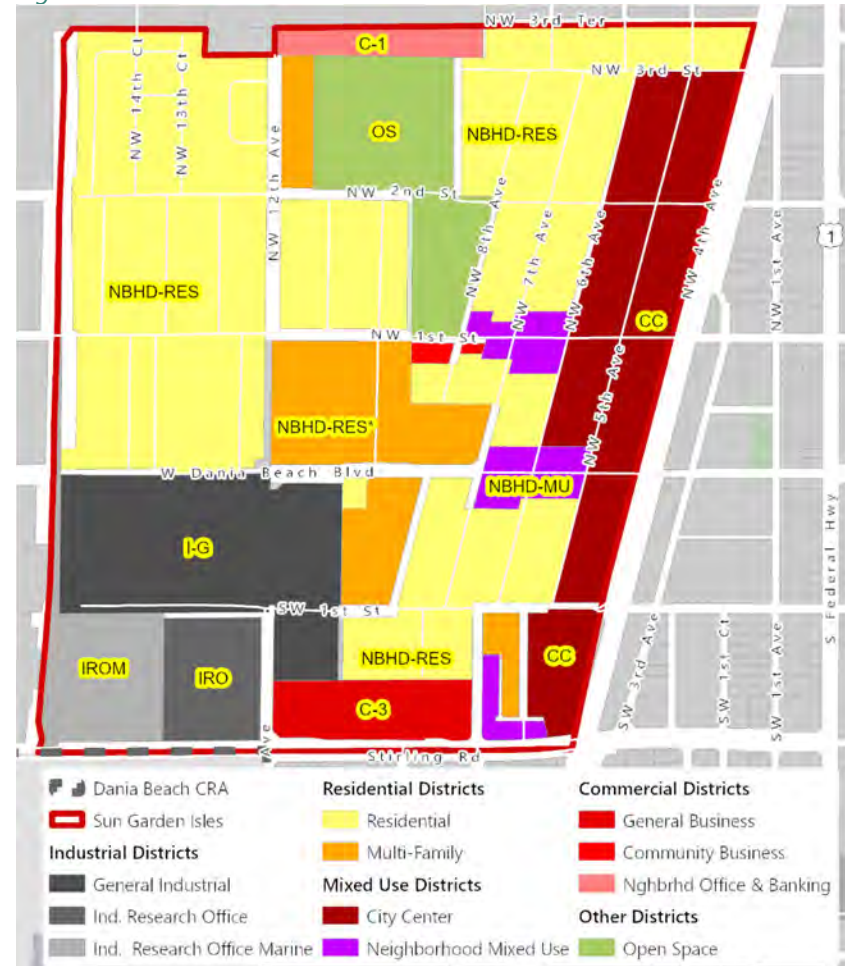
Sun Garden Isles is bound by NW 3rd Terrace on the north, Stirling Road on the south, the C-10 Canal on the west, and NW 4th Avenue on the east.

The eastern edge of the sub-area along NW 4th Avenue is the most intense portion, with City Center zoning. The intensity gradually decreases stepping westward, with Neighborhood Mixed Use and Multi-Family Residential zoning. Most of the area consists of single-family residential zoning. The southeast corner of the area includes a cluster of industrial-zoned properties.

4.7.2 Development Activity Since 2015

- ◆ Saratoga Springs Crossing West development is located along West Dania Beach Blvd. and permitted / constructed 98 affordable residential units.
- ◆ Stirling Square development is located at 602 Stirling Road and permitted / constructed 31,748 GSF of commercial use.
- ◆ Saratoga Springs Crossing East development is located along West Dania Beach Blvd. and permitted / constructed 74 affordable residential units.

Figure 4.7-1 Sun Garden Isles Sub-Zone



4.7.3 Future Focus Areas

Previous CRA plans included recommendations for the redevelopment of Sun Garden Isles, which are brought forward in this section and memorialized in the Appendices. Similar to the previously discussed sub-zones with single-family use, significant investment in beautification and improvements to the housing stock will be required. Some of the improvements that have been made include new street signs, traffic calming measures, driveway pavers, curbing, crushed stone, and the use of geotextile to replace asphalt or unpaved access drives in the public street right-of-way. Protect existing single-family residential neighborhoods from non-residential intrusion.

- ◆ Recognize that raising housing costs continues to affect existing homeowners, and partner to support increased housing options for all residents.
- ◆ Reduce poverty rates in CRA neighborhoods.
- ◆ Replenish the Regional Activity Center (RAC) CRA density pool. Identify and reserve base development units for platted properties as of right.
- ◆ Require an acceptable percentage of affordable housing unit accommodation in all future private large-scale residential entitlement applications.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping

Figure 4.7-2 NW 11th Avenue



4.8 West Bryan Road

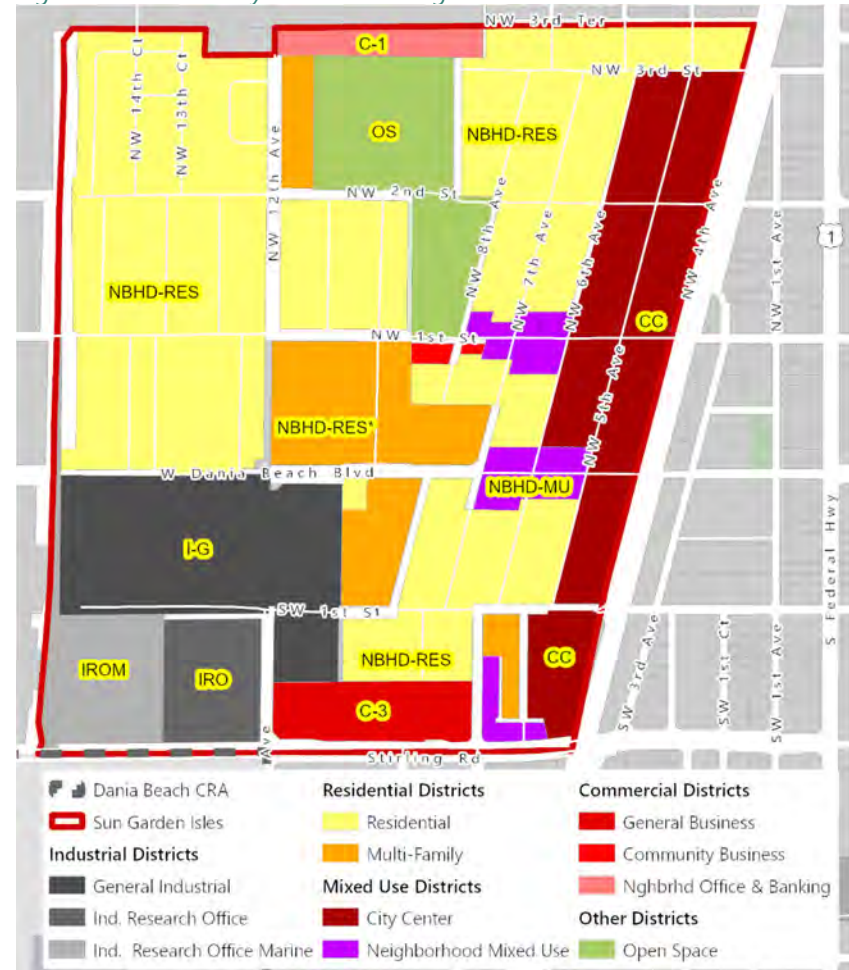
4.8.1 Description

This particular zone is located west of Bryan Road, east of Interstate 95, north of Stirling Road, and south of Griffin Road. It contains the Dania Pointe development project, which is currently in the process of delivering 1 million square feet of retail space, 1 million square feet of office space, a 350-room hotel, and 1,400 residential units. This development is expected to significantly improve the availability and quality of premier space in Broward County and the surrounding region. It will bring a much-needed boost to the local economy and enhance the area's overall appeal.

4.8.2 Development Activity Since 2015

- ◆ Dania Pointe Phase 1 (356,416 SF)
- ◆ Dania Pointe Phase 2 (1,000 Units, 350 Rooms, 977,000 SF)
- ◆ Spirit Airlines / Jet Blue (138,906 SF)
- ◆ Avery Dania Pointe (336 Units)

Figure 4.8-1 West Bryan Road Zoning



Future Focus Areas

- ◆ Promote Dania Pointe as a regionally attractive development that brings new Dania Beach residents and businesses that are drawn to the best-in-class products.
- ◆ Recognize that Dania Pointe has many placemaking features and events that add to Dania Beach, not replace Center City cultural activities in Dania Beach.
- ◆ Engrain new Dania Beach residents and business owners into the civic and cultural citywide community.
- ◆ Continue the At Home Dania Beach program, which provides curbside appeal through painting and minor landscaping

Figure 4.8-2 West Bryan Road Zone



4.9 Dania Beach PATCH Garden

During the CRA Plan process, the CRA requested additional analysis relating to the PATCH, its publicly-owned urban agriculture produce garden. The PATCH promotes People's Access To Community Horticulture.

The PATCH is located within the Sun Garden Isles sub-area and occupies a 1.038-acre City-controlled property that was previously used as an informal dump site for trash. The property is generally located north of West Dania Beach Blvd. between NW 1st Street (north) and West Dania Beach Blvd. (south) near the NW 13th Avenue intersection. The property includes two platted parcels and right-of-way. Broward County Property Appraiser website parcel data identifies:

Table 4.9-1 The PATCH Property Parcel Data

Parcel #	Square Feet	Acres	Zoning	Primary Allowable Uses
504233000440	23,087	0.53	NBHD-RES	Single Family Detached City Uses, Community Garden/Urban Farm, Accessory Uses
504234530021	3,006	0.069	NBHD-RS*	Multi-Family, but Undevelopable City Uses, Community Garden/Urban Farm, Accessory Uses
Right-of-Way	22,150	0.508	Not Identified	Not Identified
TOTAL	48,243	1.11		

The PATCH was conceived as a way to aid in the community's elimination of blighted conditions and to improve community health through access to locally grown fresh produce. It was co-funded by the Dania Beach CRA, the City of Dania Beach, Broward Regional Health Planning Council (BRHPC), and U.S. Department of Agriculture grants.

Figure 4.9-1 The PATCH Raised Garden Beds



The BRHPC provided the initial \$35,000 grant from the Broward Regional health Planning Council. The community garden was proposed in the CRA's Economic Development Strategic Blueprint. In 2022, Spirit Airlines Charitable Foundation provided a \$20,000 grant to support the garden's efforts. Headquartered in Dania Beach, Spirit is committed to inspiring change in the communities where they live and work.

The PATCH is currently open from 8:00 A.M. to 11:00 A.M. for regular onsite shopping. People can also order online. A standard order sheet can be submitted by 8:00 P.M. Monday evening for 10:00 A.M. to 11:00 A.M. Wednesday pick-up.

There are many opportunities for volunteers at the garden. Volunteers assist by planting, mulching, spreading dirt, weeding, cutting grass, and cleaning. Additionally, community assistance program uses, including EBT/SNAP, receive a 50 percent reduction on orders. The garden provides a paid subscription bi-monthly service program for Customer Supported Agriculture CSA produce boxes. Produce is provided to senior organizations for distribution and provides educational tours and partnership programs. Additional information and online order forms can be found at: www.thepatchgarden.com.

Figure 4.9-2 Volunteers at The PATCH



Through the coordinated efforts of volunteers and organizations, the PATCH grew to provide many community benefits to Dania Beach. These benefits were substantially affected during the past two years as a result of the pandemic social distancing requirements. Regular access and community events were eliminated. Online ordering has become the norm. The return to regular operations is emerging, and volunteerism is growing monthly through the summer of 2022.

As part of this planning exercise, a review meeting was held on July 21, 2022, with PATCH program representatives, CRA and City staff, and the consultant team to identify key features and program needs for the facility. Part of the analysis relates to the physical land and other aspects of site usage and opportunities to re-emerge from the recent conditions.

Figure 4.9-3 PATCH Stakeholder Meeting



4.9.1 The PATCH Inventory and Analysis Plan

The PATCH Inventory and Analysis Plan is presented in

Figure 4.9-4. It includes site observations, reviews, and commentary on the existing conditions occurring on the property. See Appendix D for plan enlargements.

A key identified issue is the underlying ownership and occupation of lands. It appears that portions of the garden improvements exist outside of City controlled property. A preliminary review of desktop public domain parcel data identifies that the community garden and garden patches number 2, 4, 6, and portions of 8 appear to be located on the privately owned Sun Garden LTD residential development (Parcel #50423530010). The existing garden improvements encroach approximately 25 feet along the common property line.

The ownership limits should be confirmed through a Florida Professional Land Surveyor-created boundary survey and legal description. The surveyor should complete a title search and possibly include an ownership and encumbrance report to formally define city ownership. If the survey verifies encroachment on private property, then a possible specific use easement may possibly be negotiated with the private owner. If not desired, the movement of existing garden improvements should be relocated from the affected area.

Typical vehicular access to the PATCH Garden occurs from West Dania Beach Blvd. The existing gravel cell porous pavement parking lot was to provide access without requiring substantial stormwater treatment for paved surfaces. There is no paved connection between West Dania Beach Boulevard sidewalks and the paved Shade Pavilion event area.

ADA-compliant parking space(s) and a sidewalk path are needed to provide convenient access to the public garden facilities. Existing site grades appear to be able to accommodate a minor pavement addition along the west side of the parking. Adjustment of wheel stop locations and addition of ADA signage will be needed.

The northern end of the PATCH Garden is an open space with a paved entrance to NW 1st Street. Large equipment vehicular access is allowed to the garden and should be retained. Existing grades are lower than surrounding parcels and routinely collect stormwater during rain events. The PATCH has previously used the open space area for youth activities during community events.

Potential Residential Use

There is an ongoing community discussion regarding the possible redevelopment of portions of the PATCH for affordable housing. A preliminary review identifies the property's geometry, low elevation, and existing zoning as potential obstacles that would need to be addressed to allow future residential use.

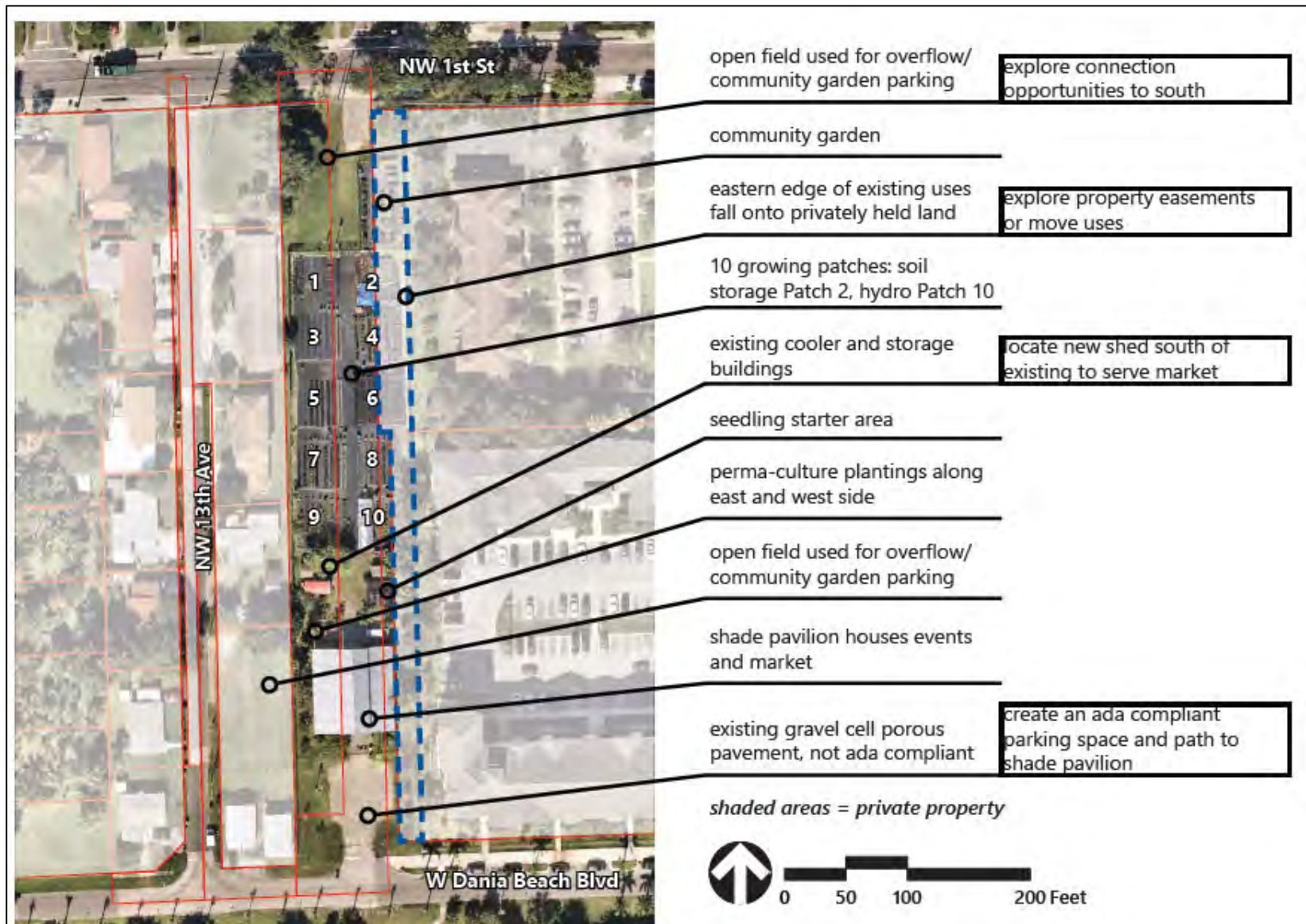
The site's geometry isn't easily developed with market real building types, and a custom product may be required – likely adding to the overall expense. This future residential redevelopment may be limited to single-family. The overall garden property limits measure approximately 75 feet (east-west) by 600 feet (north-south). The city development standards require a minimum 75-feet-wide by 100-feet-deep lot. Multi-family standards require a minimum 100-feet-wide by 100-feet-deep lot that would not be attainable.

Placement of any residence along the NW 1st Street frontage would remove large vehicle equipment access to the garden and limit continued co-use operations.

The existing site sits at approximately elevation 6.0 and is mapped as Flood Zone AH requiring flood insurance. Generally, the property sits below most of the surrounding properties, and the surrounding neighborhood drains westward 900 feet to the Hollywood Canal. The noted exception is the adjacent single-family residence at the southwest corner of the garden, which is lower. Redevelopment of the property for an alternate use would require placement of fill and potentially flood plain compensation.

The Dania Beach CRA may also consider having the Florida Professional Land Surveyor complete similar services for all parcels and the public right-of-way occupation to verify any title obligation and ownership throughout the garden limits. These materials may be needed for any future property disposition decisions.

Figure 4.9-4 PATCH Inventory and Analysis Plan

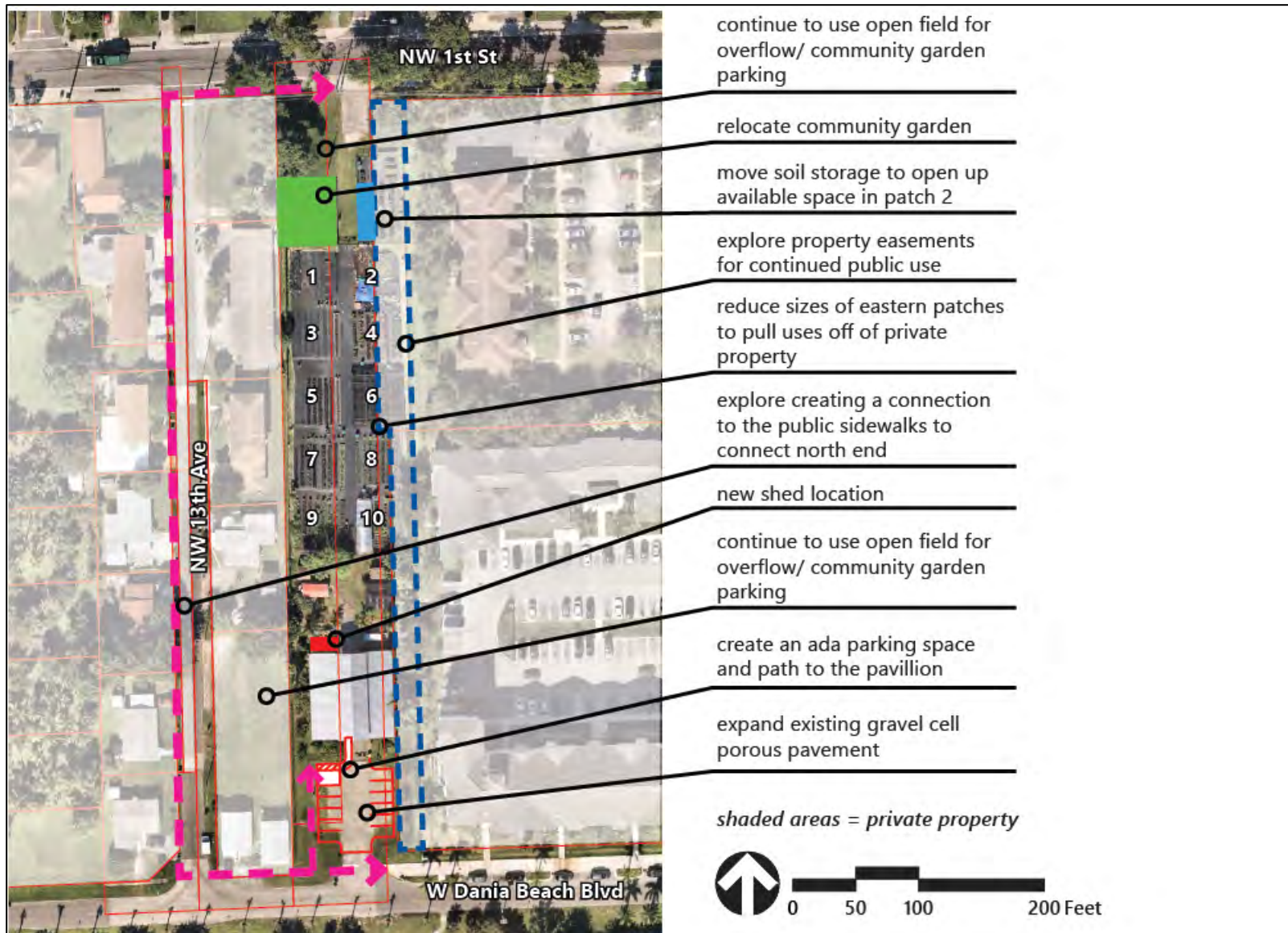


4.9.2 The PATCH Master Plan

The PATCH Master Plan exhibit was created and summarizes the issues heard during the July 2022 listening session and provides remedies to underlying land ownership conditions and other recommendations. The plan includes the following major recommendations:

- ◆ Remedy the property ownership conflict through the creation of an easement and/or shift of existing PATCH improvements onto City-owned lands.
- ◆ Extend West Dania Beach Boulevard sidewalks to the west, and install new sidewalks along NW 13th Avenue to connect to NW 1st Street.
- ◆ Install a paved ADA sidewalk connection from West Dania Beach Boulevard to the existing paved shade pavilion.
- ◆ Support partnerships to re-activate access and delivery to locally produced products and resell approved food items.
- ◆ Support, market, and promote Green Annex to educate students and residents throughout Dania Beach about sustainable “green” practices and the PATCH program.
- ◆ Promote the PATCH Farmers Market now provides access to nutritionally rich foods at more affordable prices than neighborhood supermarkets.

Figure 4.9-5 PATCH Master Plan



4.10 Goals, Objectives, and Strategies

The Dania Beach CRA should continue to recognize the unique characteristics and redevelopment needs contained within the sub-areas. A variety of policy and program approaches have previously been identified in past plans through extensive community engagement and public discourse. These activities should continue to be supported and prioritized for implementation based on available funding.

For the purposes of the Dania Beach CRA, the following represents categories of government policy approaches that could be considered for the purposes of supporting the identified sub-area needs.

Goal 4.1 – Continue to Implement the Past Dania Beach CRA Plan’s (2004, 2009, & 2015 editions) Approved Goals, Objectives, and Strategies.

Objective 4.1.1 – Implement, Monitor, and Align Past Goals, Objectives, & Strategies with an Annual 5-Year Prioritized Work Program

Potential Strategies

- 4.1.1.1 – Routinely Meet with Sub-Area Representatives to Increase Communications and Understanding of Important Issues
- 4.1.1.2 – Create a 5-Year Prioritized CRA Work Program With Dedicated Funding
- 4.1.1.3 – Align the CRA Work Program Annually Based Upon Existing Conditions, Local Opportunities, and Available Funding

Objective 4.1.2 – Support and Operate the PATCH Neighborhood Garden

Potential Strategies

- 4.1.2.1 – Remedy the Property Operation Issues by Repositioning Existing Grow Patches and Improvements off of Private Property.
- 4.1.2.2 – Extend West Dania Beach Boulevard sidewalks to the west, and install new sidewalks along NW 13th Avenue to connect to NW 1st Street.
- 4.1.2.3 – Install a paved ADA sidewalk connection from West Dania Beach Boulevard to the existing paved shade pavilion.
- 4.1.2.4 – Support partnerships to re-activate access and delivery to locally produced products and resell approved food items.

- 4.1.2.5 – Support, market, and promote Green Annex to educate students and residents throughout Dania Beach about sustainable “green” practices and the PATCH program.
- 4.1.2.6 – Promote the PATCH Farmers Market as providing access to nutritionally rich foods at more affordable prices than neighborhood supermarkets.
- 4.1.2.7 – Use multiple media applications to increase resident awareness of facility, programs, and activities.
- 4.1.2.8 – Outreach with local businesses and organizations to establish and maintain public/private partnerships in produce contracting, volunteerism, and funding support.
- 4.1.2.9 – Seek grant sources that will assist in a return to pre-pandemic operations and increase facility offerings.

Benchmarks

The Dania Beach CRA should collect, review, and publish data annually on the status of strategies and success or realignment as needed. The following are potential benchmarks where annual datasets exist, and baseline comparisons can be tracked to measure the annual change in conditions.

- ◆ Number of Monthly Visitors
- ◆ Monthly Total Sale Volume and Revenues
- ◆ Number of Monthly Volunteers
- ◆ Number and Amount of Agency Grants
- ◆ Number and Amount of Corporate Sponsorships

Housing Opportunities and Challenges

Redevelopment Plan Update

Chapter 05



5. Housing Opportunities and Challenges

5.1 Housing Supply & Demand

There is an affordable housing crisis across much of the nation, including our region, county, and city. The state of the housing market not only negatively impacts residents dealing with increasing costs but has a wide range of economic impacts on economic development, social mobility, and equity.

To assist local governments striving to alleviate this crisis, the 2022 Broward County Affordable Housing Needs Assessment provides an understanding of the dynamics of the housing market and the economic contexts underpinning the demand for affordable housing. The assessment identifies the following conditions as contributing factors to this crisis:

- ◆ A lack of affordable housing production
- ◆ Rampant investor buying
- ◆ Increasing renter housing demand
- ◆ Low rental vacancy rates
- ◆ Skyrocketing rent asking prices
- ◆ Depressed household incomes

The assessment comprises a Housing Supply Analysis, Demand Analysis, a Future Supply and Demand Analysis, and a Municipal Housing Analysis for the county's municipalities. These findings and additional analysis of Census and American Community Survey (ACS) data will be summarized in this section.

5.1.1 Housing Supply

The rate of new housing unit construction has been at historic lows in most American housing markets since the 2008 recession. This trend has contributed to an imbalance in the housing market, where more potential buyers and renters compete for fewer housing units, increasing prices.

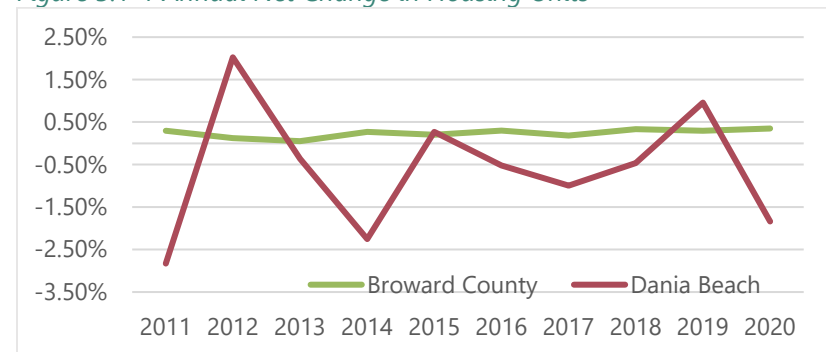
According to ACS data from 2010 through 2020, Dania Beach saw nearly a six percent decline in total housing units. Over that same period, Broward County saw a 2.42 percent increase in total units.

Table 5.1-1 Recent Change in Housing Units

	2020 Housing Units	% Change Since 2010	% Change Since 2017
Dania Beach	15,294	-5.95%	-1.36%
Broward County	826,382	2.42%	0.98%

Source: 2010 - 2020 ACS

Figure 5.1-1 Annual Net Change in Housing Units



Source: 2010 - 2020 ACS

It should be noted that the ACS uses statistical estimates and not an official record of units. This data is useful for analyzing long-term trends but may not provide as accurate of a count as other data sources. The data illustrates that the housing market in the city is not keeping pace with surrounding communities in the county. Furthermore, the increase in units throughout the county is not keeping pace with its population.

The type of structures that make up Dania Beach's housing stock has also changed over the past 10 years. According to ACS data shown in [Table 5.1-2](#), detached single-family housing went from 31.26% of the city's housing stock in 2010 to 27.47% in 2020. The percentage of the city's housing units in structures with more than 20 units also slightly decreased from 20.71% to 19.47%. Smaller-scale multi-family or attached single-family (townhomes) increased their share of the housing stock. This data may suggest that the loss of units shown above in [Table 5.1-1](#) reflects a reduction in these two housing types. The housing composition of Broward County did not see any significant changes during this time.

Table 5.1-2 Change in Housing Stock Composition by Structure Type

	Dania Beach			Broward County		
	2010	2020	Dif.	2010	2020	Dif.
1-unit, detached	31.26	27.47	-3.79%	40.97	41.32	0.35%
1 unit, attached to 4 units	23.44	25.52	2.08%	15.16	15.20	0.04%
5-19 units	11.06	13.45	2.39%	12.87	12.97	0.10%
20+ units	20.71	19.47	-1.25%	28.08	27.63	-0.45%
Mobile / Other	13.53	14.10	0.57%	2.93	2.88	-0.04%

Source: 2010 - 2020 ACS

5.1.2 Regional Activity Center Unit Availability

The Regional Activity Center (RAC) discussed in [Section 3.2](#) will play a large role in the future housing supply. Currently, the RAC does not have any density unit entitlement available. Past development entitlement approvals have consumed the available unit totals.

The City is currently requesting 4,000 additional units in negotiations with Broward County and the State of Florida Department of Economic Opportunity to approve a future land use amendment that will replenish the land use category and accommodate future growth.

Dania Beach's 2015-2019 estimated population was 32,008. BEBR population projections identify that Dania Beach's citywide population is estimated to continue to grow with a conservative estimate of an additional 8,218 persons (21%) increase by 2040. It is anticipated that a substantial amount of the projected growth will occur within the CRA limits due to current development activity and recognizing the potential for additional RAC density units in future proposed projects.

However, looking at the total residential development inventory identified in the prior sub-area zone analysis shows that a total of 2,093 units being in some part of delivery since 2015. Some of these units have already been delivered, while others remain to be completed and occupied by future residents. A population estimate can be created using an average of 2.08 persons to occupy each unit, with an estimated total of 4,353 persons added. This would represent only 52.9 percent of the total estimated population increase demand. Obviously, total unit occupants may vary, but the trend towards smaller units and more seasonal in-migration

populations means it should not be anticipated to increase the occupant per unit totals.

5.1.3 Housing Demand

The demand for housing is affected by a number of factors, including population growth, employment, and household size. The overall population of the city and county has increased greatly since 2010, although that growth has slowed and even slightly decreased in recent years.

Table 5.1-3 Recent Population Change

	2021 Population	% Change Since 2010	% Change Since 2017
Dania Beach	31,464	6.16%	-1.78%
Broward County	1,930,983	10.46%	-0.25%

Source: 2010 - 2021 ACS

In addition to increased prices, another way the housing market adjusts to increased demand and limited supply is an increase in cohabitation and the concentration of occupants per room. **Table 5.1-4** illustrates that the average number of occupants per room has increased in both the county and city.

Table 5.1-4 Share of Units based on Occupants per Room

	Dania Beach			Broward County		
	2010	2020	Dif.	2010	2020	Dif.
1.00 or less	97.45	94.09	-3.36%	96.84	95.89	-0.96%
1.01 to 1.50	1.61	4.60	2.99%	2.45	2.82	0.37%
1.51 or more	0.94	1.31	0.37%	0.71	1.29	0.58%

Source: 2010 - 2020 ACS

Figure 5.1-2 Single-Family Housing in Dania Beach



5.1.4 Future Demand

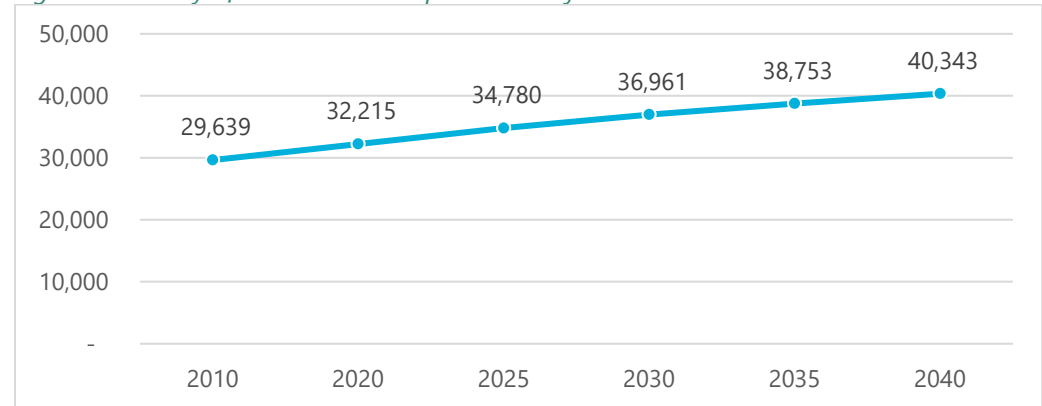
The population of Dania Beach is expected to grow in the coming years, which will likely lead to increased demand for housing. According to projections from the University of Florida Bureau of Economic and Business Research (BEBR), the city's population could grow by 21% to reach 40,343 by 2040, as shown in Figure 5.1-3. This growth would represent an increase of 8,218 people over the projected population for 2040.

With the current average household size of 2.07, this would require an additional 4,000 units. A substantial part of the projected growth will occur within the Dania Beach CRA due to the RAC density unit proposed entitlement.

The 2040 population is projected to have a slightly increased share of households earning more than 100% of the Area Median Income (AMI), as shown in **Figure 5.1-4**. While it is a small projected increase of 0.63%, more high-income residents may drive housing costs even higher.

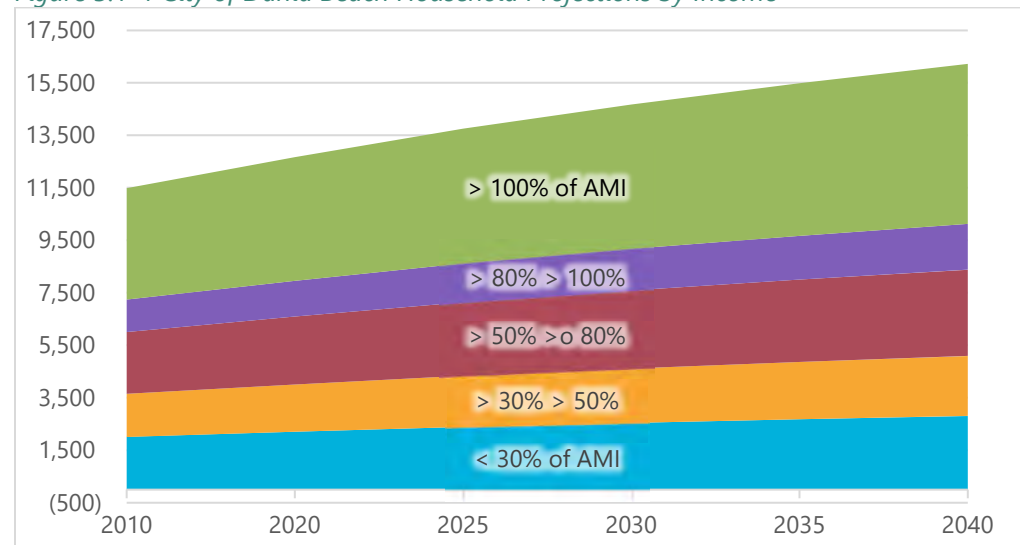
Estimated development needs will increase and parallel the population increase as the need for services and goods will be needed. **Chapter 8** identifies the major business sector inventory and trends.

Figure 5.1-3 City of Dania Beach Population Projection



Source: BEBR

Figure 5.1-4 City of Dania Beach Household Projections by Income



Source: Shimberg Center for Housing Studies, BEBR

Area Median Income

In the previous section, the AMI, or Area Median Income, was used as a metric to classify different income brackets. This information is often used in conjunction with housing and rental assistance programs to determine eligibility and benefits.

The AMI is calculated by taking the median income of all households in the area and adjusting it for household size. It is typically expressed as a percentage of the AMI, with 100% being the median income and higher or lower percentages indicating higher or lower incomes, respectively. The AMI can provide valuable insight into the economic health of a community and can help policy makers determine the effectiveness of programs aimed at promoting income equality.

AMI Income Strata

Table 5.1-5 presents the income limits for the Fort Lauderdale, FL HUD Metro Area for FY 2022. The median family income for this area is \$82,100. The table provides income limits for families of different sizes, ranging from one to eight people.

The income limit categories in the table are "Extremely Low Income," "Very Low (50%) Income," and "Low-Income Limits."

The income limits for the "Extremely Low-Income Limits" category range from \$19,050 for a single-person family to \$46,630 for an eight-person family. The income limits for the "Very Low-Income Limits" category range from \$31,750 for a single-person family to \$59,900 for an eight-person family. The income limits for the "Low Income Limits" category range from \$50,800 for a single-person family to \$95,800 for an eight-person family.

Affordable Housing vs. Workforce Housing

Affordable housing developments are typically divided into low-income affordable and workforce housing. Low-income affordable is intended for households with incomes below 80% of the AMI, while workforce housing is for households with incomes between 80% and 120% of AMI. Market-rate housing is not income-restricted and is priced according to market conditions. In the Fort Lauderdale HUD Metro Area, the median family income is \$82,100. Income eligibility for housing programs varies based on household size.

Table 5.1-5 FY 2022 Income Limits

Area	Median Family Income	Income Limit Category	Upper Income Limit Based on Persons in Family (Dollars)							
			1	2	3	4	5	6	7	8
Fort Lauderdale, FL HUD Metro FMR Area	\$82,100	Extremely Low (30%)	19,050	21,800	24,500	27,750	32,470	37,190	41,910	46,630
		Very Low (50%)	31,750	36,300	40,850	45,350	49,000	52,650	56,250	59,900
		Low (80%)	50,800	58,050	65,300	72,550	78,400	84,200	90,000	95,800

Source: HUD Program Parameters and Research Division

5.2 Housing Conditions

5.2.1 Housing Tenure

Housing tenure refers to whether a unit is occupied by the owner or a renter. According to ACS data from 2010 to 2020, both Dania Beach and Broward County have been trending towards a greater share of housing units being occupied by renters. However, this trend has accelerated in Dania Beach, with the share of renters overtaking owners in 2016, as shown in *Figure 5.2-1*.

The trend has stabilized in recent years, although it will likely continue toward more renter-occupied housing with the completion of Dania Point and other major residential projects.

Table 5.2-1 presents data on the number of occupied units in Broward County and Dania Beach, as well as the proportion of those units that are owned by their occupants and the proportion that are rented. The data shows that in Broward County, there are a total of 704,942 occupied units, with 442,633 (62.79%) of those units being owned by their occupants and 262,309 (37.21%) being rented. In Dania Beach, there are a total of 12,234 occupied units, with 5,971 (48.81%) being owned and 6,263 (51.19%) being rented.

Figure 5.2-1 Housing Tenure Since 2010

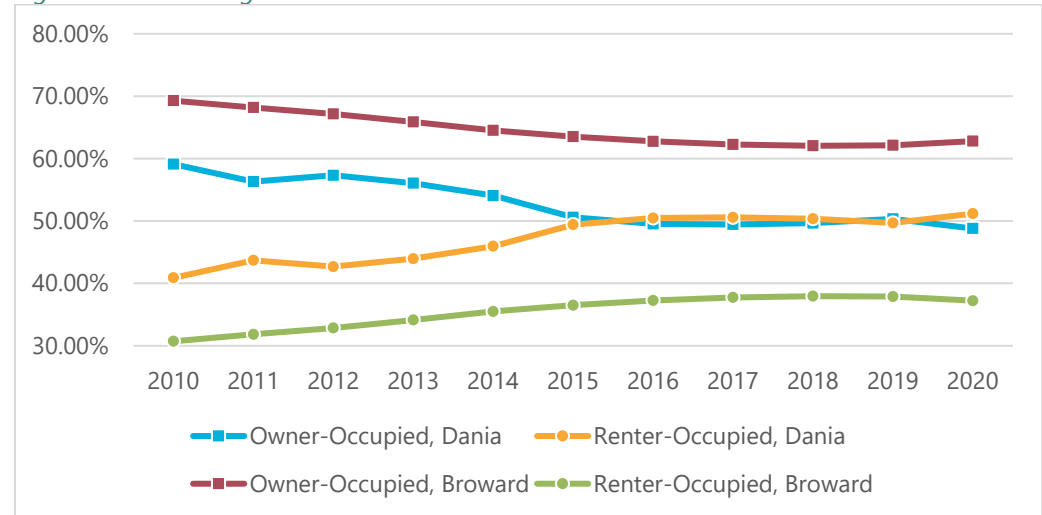


Table 5.2-1 2020 County and City Housing Tenure

Location	Owner		Renter		Total Occupied Units
	Units	Percentage	Units	Percentage	
Broward County	442,633	62.79%	262,309	37.21%	704,942
Dania Beach	5,971	48.81%	6,263	51.19%	12,234

Source: ACS 2010 - ACS 2020

5.2.2 Vacancy

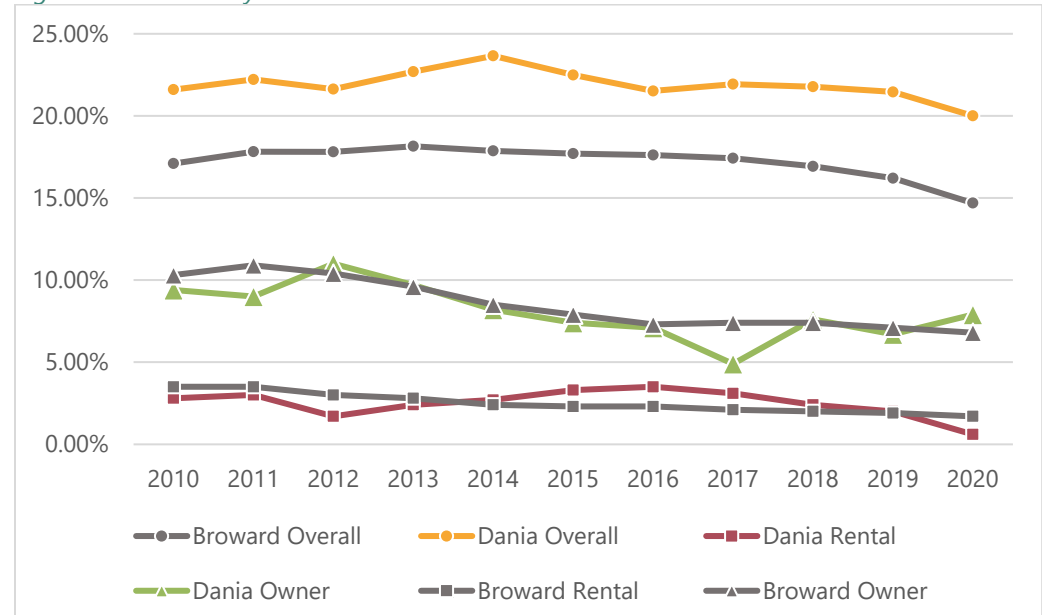
The ACS measures vacancy in a variety of ways based on the reason the housing unit is vacant. **Figure 5.2-2** displays the vacancy rate for Broward County and Dania Beach since 2010 in three ways.

The **overall vacancy rate** includes all of the vacancy types shown in **Table 5.2-2**. Most significantly, this includes seasonally occupied units which are prevalent in the south Florida region. The 2020 overall vacancy rate for Dania Beach was 20.01% and 14.70% for all of Broward County.

The **owner vacancy rate**, depicted with triangle markers in **Figure 5.2-2**, includes only vacant units for sale. Dania Beach's owner vacancy rate for 2020 was 7.90%. The 2020 owner vacancy rate for Broward County was 6.80%. These rates have trended slightly downward for both geographies since 2010.

Similarly, the **rental vacancy rate**, depicted with square markers in **Figure 5.2-2**, includes only units that are for rent. The 2020 rental vacancy rate was 0.60% for Dania Beach and 1.70% for Broward County. These rates are extremely low and reflect the rental market conditions created by high demand and limited supply.

Figure 5.2-2 Vacancy Rates Since 2010



Source: ACS 2010 - ACS 2020

Table 5.2-2 2020 Vacant Housing Units by Type

	Broward County		Dania Beach	
	Units	Percent	Units	Percent
Vacant Units for Rent	20,407	2.48%	446	2.86%
Vacant Units For Sale	8,576	1.04%	130	0.83%
Vacant Units Rented or Sold, Not Occupied	11,291	1.37%	365	2.34%
Vacant Units for Seasonal, Recreational, or Occasional Use	75,478	9.17%	1,982	12.72%
Vacant Units for Migrant Workers	56	0.01%	0	0.00%
Other Vacant Units	17,641	2.14%	421	2.70%
Total Vacant Units	133,449	16.21%	3,344	21.46%
Total Occupied Units	690,050	83.79%	12,237	78.54%
Total Units	823,499	100.00%	15,581	100.00%

5.2.3 Affordability

Affordable housing is a critical issue in Dania Beach, with nearly half of all households facing financial challenges in the housing market. According to the US Department of Housing and Urban Development (HUD), a cost-burdened household is one that pays more than 30% of its income on housing expenses. This includes not only mortgage or rent payments but also other expenses such as utilities, taxes, maintenance, fees, and insurance.

Table 5.2-3 shows that in Dania Beach, 47.34% of households are considered cost-burdened, with 23.95% spending more than 50% of their income on housing. Additionally, 62.44% of renters in Dania Beach are burdened by housing costs, as shown in Table 5.2-4.

The two tables show the percentage of households in different income brackets that are considered to be cost-burdened based on their housing costs. A higher proportion of households in lower income brackets are cost-burdened compared to those in higher income brackets. For example, 15.92% of households in the 30% or less income bracket in Dania Beach are cost-burdened, compared to only 4.13% of households in the greater than 100% AMI bracket.

Table 5.2-3 Housing Cost Burden by Household Income

Household Income	30% or less on housing costs		30.1-50%		More than 50%	
	Broward County	Dania Beach	Broward County	Dania Beach	Broward County	Dania Beach
30% AMI or less	1.24%	1.49%	1.28%	2.33%	9.41%	13.59%
30.01-50% AMI	2.58%	3.92%	3.68%	4.35%	6.74%	5.94%
50.01-80% AMI	7.11%	6.74%	8.09%	10.50%	3.20%	3.17%
80.01-100% AMI	6.70%	7.46%	3.26%	2.62%	0.75%	0.69%
Greater than 100% AMI	40.17%	33.05%	4.98%	3.58%	0.80%	0.55%
All Households:	57.81%	52.66%	21.30%	23.38%	20.90%	23.95%

Table 5.2-4 Renter Housing Cost Burden by Household Income

Household Income	30% or less		30.1-50%		More than 50%	
	Broward County	Dania Beach	Broward County	Dania Beach	Broward County	Dania Beach
30% AMI or less	1.65%	1.26%	0.99%	1.18%	14.24%	18.57%
30.01-50% AMI	1.20%	1.60%	4.85%	6.11%	11.31%	10.26%
50.01-80% AMI	5.84%	4.19%	13.34%	15.55%	3.78%	5.05%
80.01-100% AMI	7.02%	7.91%	4.18%	2.78%	0.62%	0.26%
Greater than 100% AMI	26.95%	22.60%	3.71%	2.68%	0.33%	0.00%
All Households:	42.66%	37.56%	27.07%	28.30%	30.27%	34.14%

Data Source: ACS 2020 5-Year Estimates

5.3 Current Housing Programs

There are many different types of housing programs that can be implemented to address the needs of a community. Some programs provide affordable housing options for low-income households, such as through the use of subsidies or tax incentives. Others focus on improving the quality of existing housing stock, such as through residential beautification programs or the development of municipal-owned lands.

Affordable housing developments are typically divided into low-income affordable and workforce housing. Low-income affordable is intended for households with incomes below 80% of the Area Median Income (AMI), while workforce housing is for households with incomes between 80% and 120% of AMI. Market-rate housing is not income-restricted and is priced according to market conditions. In the Fort Lauderdale HUD Metro Area, the median family income is \$82,100. Income eligibility for housing programs varies based on household size.

5.3.1 At Home Dania Beach

The At Home Dania Beach program was founded in 2018 as a collaboration between the Dania Beach CRA and Rebuilding Together Broward County. The program aims to improve the residential housing environment through five strategies: beautification, acquisition and disposition, development, homeownership, and trust fund. These strategies are implemented simultaneously to improve the overall residential housing market and to assist qualified homeowners in improving the appearance of their homes. In 2019, this program resulted in the construction of six new affordable homes.

Figure 5.3-1 At Home Dania Beach / Rebuilding Together Project



5.3.2 Dania Beach CRA Owned Properties

The Dania Beach CRA owns 15 properties within the district, of which 12 are buildable lots that are being considered for future housing development. One property is currently advertised within a public Request For Proposal (RFP) solicitation process for future single-family housing. The remaining three parcels have been determined to be unbuildable. The Dania Beach CRA is evaluating its options for developing, soliciting directly, or partnering with qualified residential developers to deliver more housing within the district. This includes considering the potential for housing on the 12 buildable lots currently under its ownership.

5.4 Goals, Objectives, and Strategies

The Dania Beach CRA should implement an affordable housing program to increase the availability of affordable housing within the district. This can be achieved through a combination of utilizing the CRA's existing developable properties and partnering with private owners and developers. A variety of policy approaches can be considered, including inclusionary zoning, land banking, density bonuses, and financial incentives. The specific approach will depend on the unique market and political conditions faced by the Dania Beach CRA. By implementing an effective, affordable housing program, the CRA can help to address the affordable housing crisis and support the economic well-being of the community.

Goal 5.1 - Preserve and Create Dedicated Low Income Affordable and Workforce Housing Units Within the CRA

Objective 5.1.1 - Identify Incentive-Based Policies or Programs to Increase the Housing Supply

Potential Strategies

- 5.1.1.1 – Provide Density Bonuses for Qualifying Developments.
- 5.1.1.2 – Permit Reduced Parking Requirements for Qualifying Developments.
- 5.1.1.3 – Expedite Permitting for Qualifying Developments.
- 5.1.1.4 – Reduce Development Fees for Qualifying Developments.
- 5.1.1.5 – Establish Inclusionary Zoning in Single Family Districts to Permit Missing Middle Housing Types.

Objective 5.1.2 - Identify Revenue-Generating Policies to Increase Available Funding

Potential Strategies

- 5.1.2.1 – Establish dedicated revenue sources, such as a local housing trust fund, to provide a stable and predictable source of funding for affordable housing development.
- 5.1.2.2 – Implement linkage fees or affordable housing impact fees on new development, with the funds used to support the development of affordable housing.
- 5.1.2.3 – Work with local employers to establish employer-assisted housing programs, which provide financial assistance to employees to help them afford housing.
- 5.1.2.4 – Prioritize the allocation of affordable housing funding and other resources to projects that maximize the number of units and provide long-term affordability.

Objective 5.1.3 - Subsidy to Support Low Income Affordable and Workforce Affordable Housing

Potential Strategies

5.1.3.1 – Fund Stabilization and Rehabilitation Grants.

5.1.3.2 – Fund and Partner with Below Market Financing of Low Income Affordable and Workforce Affordable Housing.

5.1.3.3 – Utilize Federal, State, and County Housing Programs.

5.1.3.4 – Consider Utility Connection and Impact Fee Waivers.

Objective 5.1.4 - Facilitating Acquisition or Identification of Land for Low Income Affordable and Workforce Affordable Housing

Potential Strategies

5.1.4.1 – Use Publicly Owned Property for Housing.

5.1.4.2 – Increase Property Acquisition Funds.

5.1.4.3 – Seek joint development with Agency partners through public-private partnerships.

Benchmarks

The Dania Beach CRA should collect, review, and publish data annually on the status of strategies and success or realignment as needed. The following are potential benchmarks where annual datasets exist, and baseline comparisons can be tracked to measure the annual change in conditions.

- ◆ Vacancy rates for single-family homes, apartments, and condominiums can be obtained from the American Community Survey (ACS), the Census, and the Broward County Property Appraiser.
- ◆ Total square footage of single-family homes, apartments, and condominiums, which can be sourced from the Broward County Property Appraiser.
- ◆ Percentage of housing units that are owner-occupied, which can be obtained from ACS, Census, and the Broward County Property Appraiser.
- ◆ Average rental rates for apartments, which can be sourced from real estate marketplace companies.
- ◆ Average price per square foot for single-family homes and condominiums, which can be sourced from the Broward County Property Appraiser.
- ◆ The total number of residential units can be obtained from the ACS, Census, and the Broward County Property Appraiser.
- ◆ The total number of the homestead and non-homestead exemptions can be sourced from the Broward County Property Appraiser.
- ◆ Cost burden rates can be obtained from ACS data.

Arts, Entertainment, & Innovation Redevelopment Plan Update

Chapter 06



6. Arts, Entertainment & Innovation

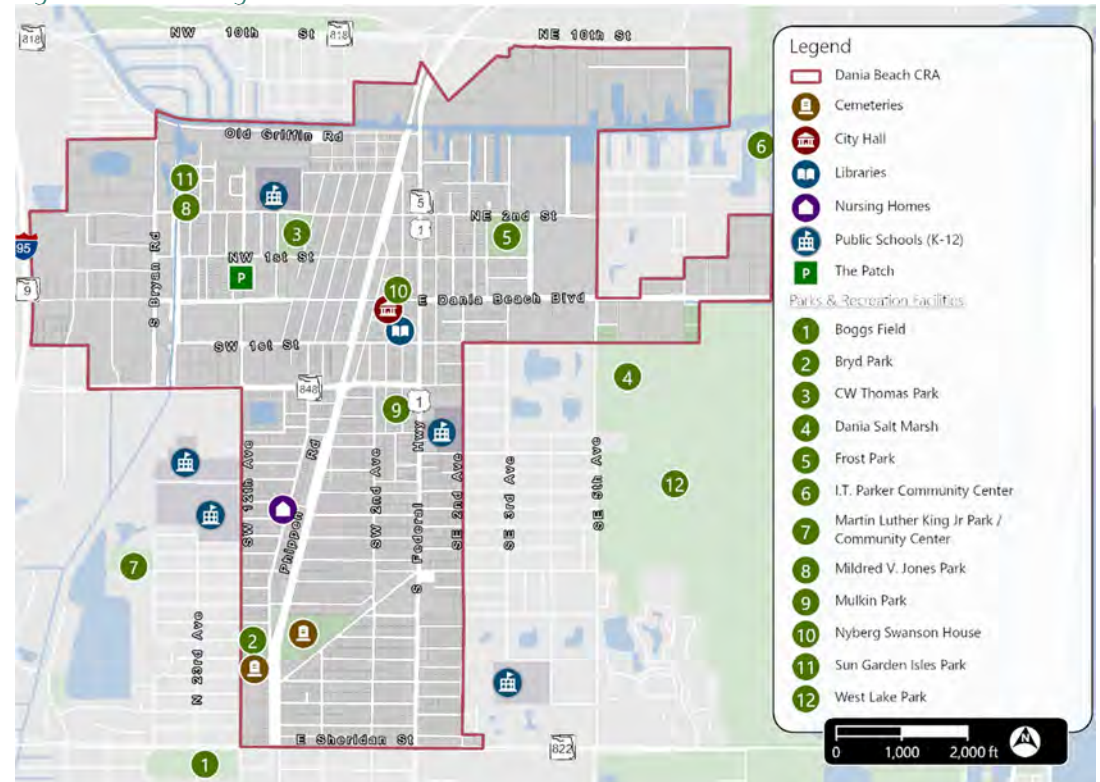
6.1 Existing Cultural Amenities

6.1.1 Cultural Features

Dania After Dark is a successful monthly street festival held in Dania Beach on the second Saturday of each month. The event includes entertainment, art, and food and is held at a central civic node in the city, which includes City Hall, Library, Fire Station, and Chamber complex along W. Dania Beach Blvd. The festival is part of a larger marketing effort to educate residents on the importance of revitalization and safety in downtown Dania Beach and promotes pedestrian safety through the activation of streets and public spaces during the event.

This and other activities downtown reinforce the importance of street design and infrastructure requirements in the area. The CRA is considering complete street designs and an emphasis on an arts district concept to help improve pedestrian safety and to increase the activity of the NW/SW 1st Avenue corridor that runs parallel with S. Federal Highway. Twelve city parks are dispersed throughout the geography and provide good neighborhood access. Two Broward County public schools (Dania Beach and Collins Elementary) are located within the CRA limits, and three (Bethune Elementary, Olson, and Attucks Middle) are marginally outside the limits.

Figure 6.1-1 Existing Cultural Features



6.1.2 Planning for the Arts in Dania Beach

The CRA benefits from a strong history of local investment in arts, entertainment, and culture – and Dania Beach has a great deal to show for its commitment to the creative economy.

Dania Beach's focus on arts and entertainment, involving artists, businesses, and residents, has contributed to its reputation as a destination. This section's recommendations aim to build on this success and strengthen the city's position as an arts and entertainment destination.

Figure 6.1-2 Timeline of Arts Milestones in Dania Beach



Figure 6.1-3 Dania Beach Arts & Seafood Festival



6.2 Potential Programs and Strategies

6.2.1 Arts & Entertainment District

The artistic and cultural atmosphere is an integral part of urban environments, with a wide range of benefits. Public policymakers are increasingly interested in fostering the arts to bring positive change to their communities.

One increasingly popular method has been the designation of an urban area as an arts and entertainment district. These districts create a “critical mass” of cultural attractions through co-locating public art, performance venues, events, gathering places, and similar facilities. This strategy can include programming focused on business attraction, retention, urban design, historic recognition, and other community priorities.

The Benefits of Community Arts

Creating memorable places that reflect the community's values and culture does not happen on its own but through collaborative planning from local government, artists, businesses, and residents. Understanding the advantages of an aesthetically and culturally appealing community promotes the commitment of the necessary stakeholders.

Social Benefits

The most direct benefits are experienced by those who directly experience the art. These include:

- ◆ Enjoyable places to live, work, play, or shop
- ◆ Opportunities for social interaction with friends, family, and neighbors
- ◆ An increased sense of belonging when the built environment reflects the community's values and history
- ◆ The ability for those values and histories to be shared with new residents and future generations

Economic Benefits

A community committed to arts also reaps many economic and financial advantages. These benefits include:

- ◆ Attraction and retention of residents and businesses
- ◆ Appeal to local, regional, and long-distance travelers and their patronage
- ◆ Increased diversity in business types and retail and entertainment options
- ◆ Incorporation of new developments into the existing community and a sense of continuity
- ◆ Reactivation underused lands
- ◆ An increase in foot traffic

Figure 6.2-1 Vendor Booths at Dania After Dark



Health and Environmental Benefits

The arts can also affect the health of a community's residents and the natural environment. The benefits of a commitment to arts can include:

- ◆ Incorporation of green spaces and street trees
- ◆ Increased use of green space and other natural areas
- ◆ Opportunities to incorporate stormwater management strategies
- ◆ Increased driver awareness through creative traffic calming and other placemaking strategies
- ◆ Improved mental health outcomes related to increased social interaction and community belonging

Florida Examples of Arts & Entertainment Districts

Wynwood, Miami

The Wynwood District in Miami was once a neglected area filled with abandoned warehouses and factories. However, in the early 2000s, the arts community, developers, and city officials worked together to revitalize the neighborhood. Street art, murals, galleries, and art walks attracted visitors and helped to revitalize existing businesses and attract new investment. The area has since become known for its art, fashion, food, and unique businesses.

In 2013, the 50-block district was adopted as a Business Improvement District (BID) by the City of Miami. The BID has implemented several programs, including a Clean Street Team and safety and security services, to continue the area's success. The BID also worked with the City of Miami Planning Department to create the city's first Neighborhood Revitalization District, which encourages mixed-use residential and office developments and promotes pedestrian-focused streets.

Figure 6.2-2 "Miami Sunrise Tower"



Artist: Antonyo Marest

Photo Source: wynwoodmiami.com

Figure 6.2-3 "Pets Bring Us Together"



Artist: Ernesto Maranje

Photo Source: wynwoodmiami.com

Warehouse Arts District, St. Petersburg

The Warehouse Arts District is a cultural destination in the heart of downtown St. Petersburg. It was founded in 2011 by a group of local artists who wanted to combine their resources and increase connectivity. The artists formed the non-profit Warehouse Arts District Association (WADA), which now oversees the district. The district receives funding and support from a variety of sources, including member fees, the City of St. Petersburg, the Florida Department of Economic Opportunity, Duke Energy, and the St. Petersburg Art Alliance.

WADA promotes the work of its members through its website and social media, as well as through events such as the monthly ArtWalk. This event features curated art exhibits, a Member Marketplace, and an Art Store. The organization also operates ArtsXchange, a facility that provides affordable studio space to artists. This facility was created in response to increasing property prices that were making affordable studio space hard to find.

Figure 6.2-4 ArtWalk at the Warehouse Arts District



Photo Source: warehouseartsdistrictstpete.org

Figure 6.2-5 ArtWalk Trolley



Photo Source: stpeteartsalliance.org

National Examples of Arts & Entertainment Districts

The Urban Land Institute (ULI), a global real estate and urban development professional organization, published the Creative Placemaking Advisory Services Impact Report documenting the organization's findings from working with six prominent arts and entertainment districts. The report documents the context of these areas, a summary of the recommendations made, and the outcomes of implemented recommendations. This section summarizes strategies recommended for two of these districts.

Second Avenue, Nashville, Tennessee

Second Avenue in downtown Nashville was devastated by a bombing in 2020. While the perpetrator was the only loss of life, four historic buildings were damaged, one was destroyed, and many businesses and residents were displaced. The community brought in the ULI Advisory Panel to assist in rebuilding better.

Advisory Recommendations

The Advisory Panel made the following recommendation for Second Avenue and the parallel First and Third Avenues.

- ◆ Designate the three roadways as the “Market District.”
- ◆ Rename the numbered roadways to their original names.
- ◆ Review the City’s historic guidelines when repairing the damage and renovating facades.
- ◆ Use public art to revitalize and celebrate the district.
- ◆ Implement placemaking strategies, including outdoor dining, lighting, landscaping, and entertainment options.
- ◆ Activate First Avenue through storefront improvements and connections to adjacent roadways and parks.
- ◆ Provide access to affordable housing.
- ◆ Pursue funding through State funds, general funds, hotel/motel tax revenue, etc.

Figure 6.2-6 Mural Painting Event on Second Ave



Artist: Heidi Schwartz

Photo Source: civicdesigncenter.org

Implemented Recommendations

The following strategies were implemented in the first year after the district recommendations were made.

- ◆ Received a \$20 million allocation from the City’s Capital Spending Plan, with an additional \$50 million to follow.
- ◆ Targeted low-hanging creative placemaking ideas that will pay off as longer-term strategies are implemented.
- ◆ Installed an aluminum etching mural on a prominent blank wall.
- ◆ Receive regulatory approval to create a new pedestrian passageway.

Christiansted, St. Croix, U.S. Virgin Islands

The small island community of Christiansted, part of the U.S. Virgin Islands, suffered significant damage from two hurricanes in 2017. Prior to the hurricanes, the community faced challenges with unemployment, housing shortages, and other disparities rooted in its history of enslavement. As the community shifted from recovery to redevelopment, the ULI Advisory Panel was asked to assist with the plan. The panel's goal was to create a redevelopment plan that was resilient, economically successful and preserved the community's culture and history.

Advisory Recommendations

The Advisory Panel made recommendations through five priority areas: equitable economic development, infrastructure, mobility, housing, and placekeeping.

The **Equitable Economic Development Recommendations** included:

- ◆ Focus on small-scale, sustainable, and scalable investments that build human capacity.
- ◆ Diversify the economy through e-commerce, small business, and the arts.

The **Infrastructure Recommendations** included:

- ◆ Implement a resilient infrastructure strategy and plan encompassing renewable energy investments, utility revitalization, efficient waste management, and improved water management systems.

The **Mobility Recommendations** included:

- ◆ Tap disaster recovery funds to enhance mobility systems and invest in different modes of transport.

The **Housing Recommendations** included:

- ◆ Engage the community in housing design and development through a housing pilot project.
- ◆ Focus the housing pilot project around a waterfront park.

The **Placekeeping Recommendations** included:

- ◆ Leverage creative placemaking, or art and culture interventions, to tell St. Croix's story and keep its history and vibrant culture alive
- ◆ Promote tourism and enhance residents' and tourists' experience in the public realm, including its parks, public spaces, and waterfront.

Implemented Recommendations

The following strategies were implemented after the district recommendations were made.

- ◆ Restoration of the Sunday Market Square through arts, museums, affordable housing, and business incubators.
- ◆ Adaptive reuse of the Alexander Theater, formerly a movie house, into a performing arts center.
- ◆ Partnership with StoryCorps to tell, preserve, and celebrate the community's heritage.

Arts & Entertainment District Best Practices

The Creative Placemaking Report concludes with lessons learned and ten best practices.

- ◆ Begin with the end in mind.
- ◆ Bring in artists and the community early.
- ◆ Utilize local art and cultural assets.
- ◆ Engage local artists.
- ◆ Understand and articulate stakeholder benefits.
- ◆ Form cross-sector partnerships.
- ◆ Identify the critical skills needed to deliver on project goals and outcomes.
- ◆ Look for early wins to generate excitement and buy-in.
- ◆ Maintain a long view.
- ◆ Pursue creative financing.

6.2.2 Public Art Mural Program

Public mural art wall installations have grown in popularity as communities have sought quick and inexpensive ways to enhance properties and create memorable placemaking experiences in redevelopment areas throughout the country. Examples of treatments represent the wide range of options that can be advanced in Dania Beach CRA as part of the district program.

The use of web-based applications has been shown to increase foot traffic in areas where multiple installations exist. By providing visitors with the locations, and mapping of walking/biking routes, patrons can be oriented to local businesses and offerings as part of an experience. Advanced applications are now including augmented reality that can provide even more immersive user experiences.

Figure 6.2-7 Painted Postcard Mural – Austin, TX



A key feature of successful public art programs is professional artists' engagement, recognition, and compensation in delivering high-quality art installations. Programs have been implemented where public grant funds provide an artist stipend for specific locations and types of work. In addition, some communities have utilized public art elements to incentivize increased density within new development projects.

Typically, programs utilize an agency and an appointed review board to select and recommend an award to elected officials. Installation locations may be public or private sites with willing ownership and a commitment to retain the artwork over a period of time or until the redevelopment of the property occurs.

There appear to be multiple opportunities along the major roadway corridors in Dania Beach for mural installations. Local agencies would be sensitive to curating any content for appropriateness and to eliminate any direct advertisement in conflict with signage regulations.

Figure 6.2-8 Sculptural Mural – Fernandina Beach, FL



Figure 6.2-9 Painted Mosaic Mural – Nashville, TN



Figure 6.2-10 Augmented Reality Mural – Tampa, FL



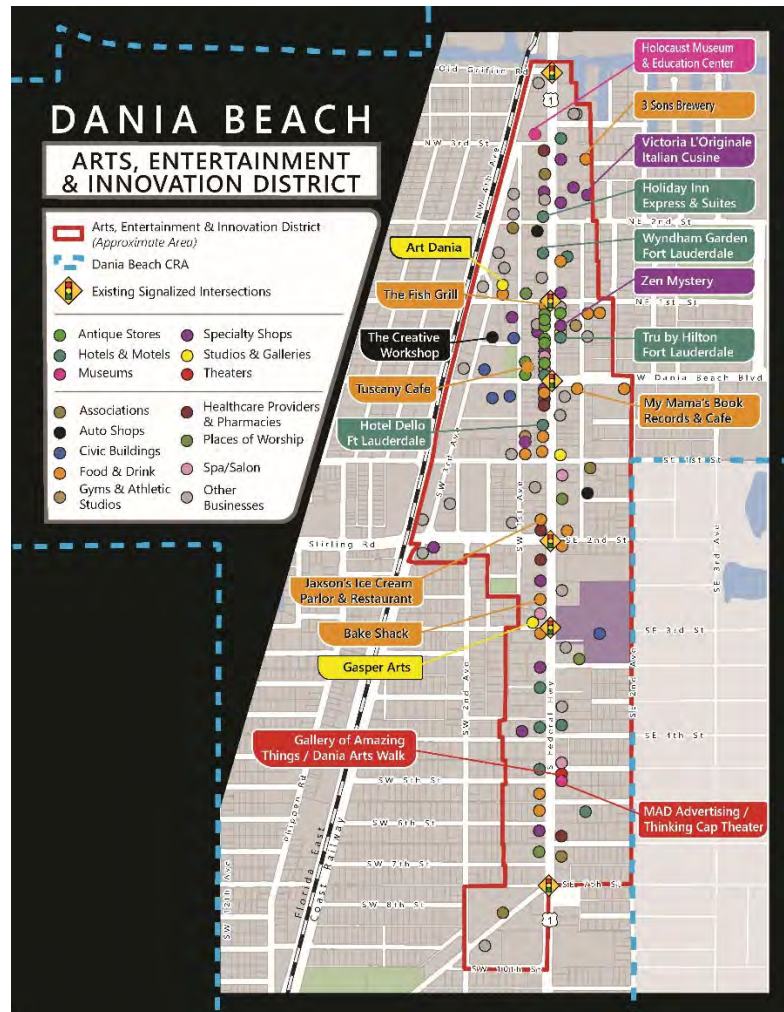
Figure 6.2-11 Painted Themed Mural – Nashville, TN



Figure 6.2-12 Digital Art Wall – Tampa, FL



Figure 6.2-13 Dania Beach Arts, Entertainment & Innovation District Asset Exhibit

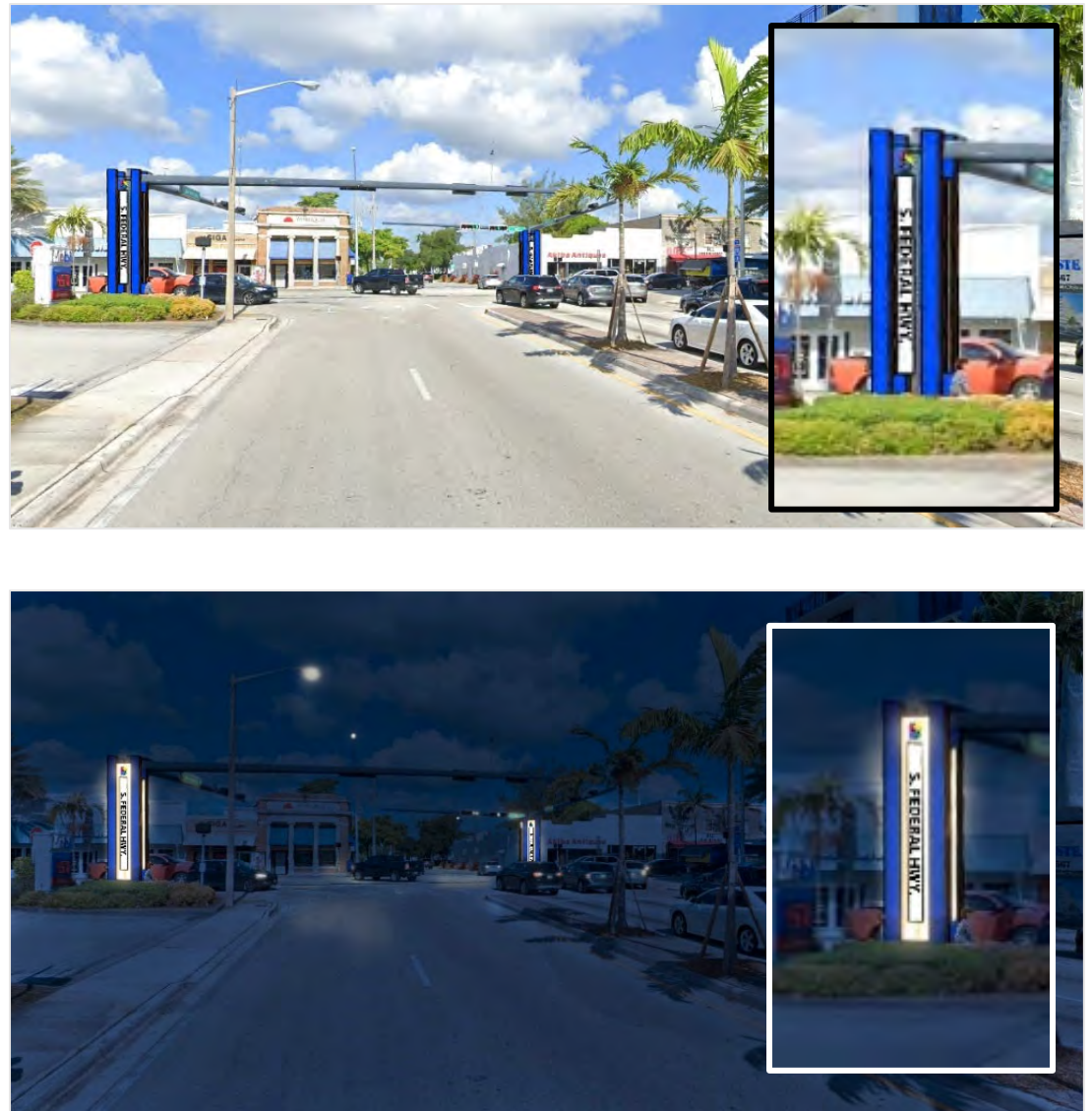


6.3 Enhanced Public Realm Treatments

Enhancing the public realm corridors with landscaping and other design treatments has been a focus of previous plans and should continue to be a priority in order to improve the walking and visual experience of these corridors. One potential opportunity that could further enhance the Federal Highway corridor is the installation of lighted signal improvements in key locations. This improvement would not only improve safety and convenience but also provide a visually appealing feature that adds definition to the Dania Beach Downtown Sub Area and reinforces the special character of the Arts & Entertainment District. This improvement would be required to undergo a review and approval process with FDOT.

Figure 6.3-1 provides a glimpse of how the backlit traffic signal post wrap would look at day and night, showcasing the potential for this enhancement to make a meaningful impact on the corridor. Pursuing small-footprint but large-impact improvements such as these are effective ways to create a more attractive and enjoyable experience for those using the corridor. Enlarged versions of these images are available in [Appendix A:e](#).

Figure 6.3-1 Graphic Depicting Traffic Signal Post Wrap (Day and Night Images)



6.4 Goals, Objectives, and Strategies

The Dania Beach CRA should define an Arts, Entertainment, and Innovation District that builds upon past emphasis for a pedestrian-active Downtown City Center sub-area. The CRA's plans, land development regulations, programmed festival activities, and establishment of the CRA / FIU / DOE IP2Mkt Incubator office will bring increased identity to the area. The governmental policy solutions depend on the unique market and political conditions faced by each local government. For the purposes of the Dania Beach CRA, the following represents categories of government policy approaches that could be considered for the purposes of realizing specific increased art, entertainment, and innovation program.

Goal 6.1 - Create a unique artistic atmosphere that celebrates Dania Beach's cultural and historic legacy.

Objective 6.1.1 - Create an Arts, Entertainment, & Innovation District with a critical mass of cultural and artistic activity.

Potential Strategies

- 6.1.1.1 – Generally designate the areas along Federal Highway from Old Griffin Road to SE 5th Street as an identified district.
- 6.1.1.2 – Engage the public, local artists, and stakeholders on naming, branding, and marketing concepts for the identified district.
- 6.1.1.3. – Engage local creative industry businesses in regular communications to identify critical needs and activities within the CRA.
- 6.1.1.4 – Promote the district through branded marketing to attract private artists and businesses through an understanding of their offerings, interests, and needs.

Objective 6.1.2 - Leverage partnerships with local artists, organizations, businesses, agencies, and residents to enhance the public realm with public art displays.

Potential Strategies

- 6.1.2.1 – Identify public realm locations (both public and/or private lands and buildings) for public art installations within the CRA.
- 6.1.2.2 – Develop a program to issue and pay artists for professional works, issue requests, evaluate proposals, and provide approval for public art (e.g., wall murals, street art exhibits, rotating sculptural installations, etc.) within the CRA.
- 6.1.2.3 – Identify development incentives (e.g., increased density, building heights, parking reductions, etc.) to promote public art installations within future private development approval projects.

6.1.2.4 – Evaluate, fund, and install appropriate Complete Street design options for portions of the NW and SW 1st Avenue street corridor that provides for placemaking, secondary building entrance redevelopment, and pedestrian safety.

6.1.2.5 – Partner with FDOT to identify public realm enhancement opportunities for the Federal Highway corridor.

Goal 6.2 - Foster a thriving economy of artists and creative businesses.

Objective 6.2.1 - Opportunities for commerce

Potential Strategies

6.2.1.1 – Attract local, regional, and long-distance travelers to Dania Beach CRA through branded marketing campaigns with Fort Lauderdale Airport and Port Everglades travel industries.

6.2.1.2 – Engage local hospitality and tourism businesses in regular communications to identify critical needs and activities within the CRA.

Goal 6.3 - Encourage the involvement of the arts community in civic projects and programming.

Objective 6.3.1 – Identify public art funding and requirements

Potential Strategies

6.3.1.1 – Consider a percentage of future City of Dania Beach Capital Improvement Project (CIP) funding towards the inclusion of public art enhancements within the CRA project. If the project does not lend itself to a direct public art installation, then collect the appropriated funds for other standalone public art installations within the CRA.

6.3.1.2 – Consider a public art installation requirement within the land development regulations for future private developments of appropriate magnitude to provide integrated public art. Identify acceptable public viewable or reachable alternatives (e.g., sculptural courts, wall murals, integral building treatments, etc.) to increase public art installations within the Dania Beach CRA.

6.3.1.3 – Utilize the Public Arts Board to provide input to department staff and elected officials in approving public art installations.

Benchmarks

The Dania Beach CRA should collect, review, and publish data annually on the status of strategies and success or realignment as needed. The following are potential benchmarks where annual datasets exist, and baseline comparisons can be tracked to measure the annual change in conditions.

- ◆ Total count of venues (theaters, performing arts, etc.)

- ◆ Total attendance at events
- ◆ Annual visitor numbers for key area events (farmers' markets, festivals)
- ◆ Total number of arts organizations
- ◆ Total number of art galleries
- ◆ Total supply of hotels/ lodging units
- ◆ Hotel occupancy rate
- ◆ Total supply of non-residential buildings
- ◆ Non-residential building vacancy rates

Economic Development Redevelopment Plan Update

Chapter 07



7. Economic Development

7.1 Employment and Labor Force

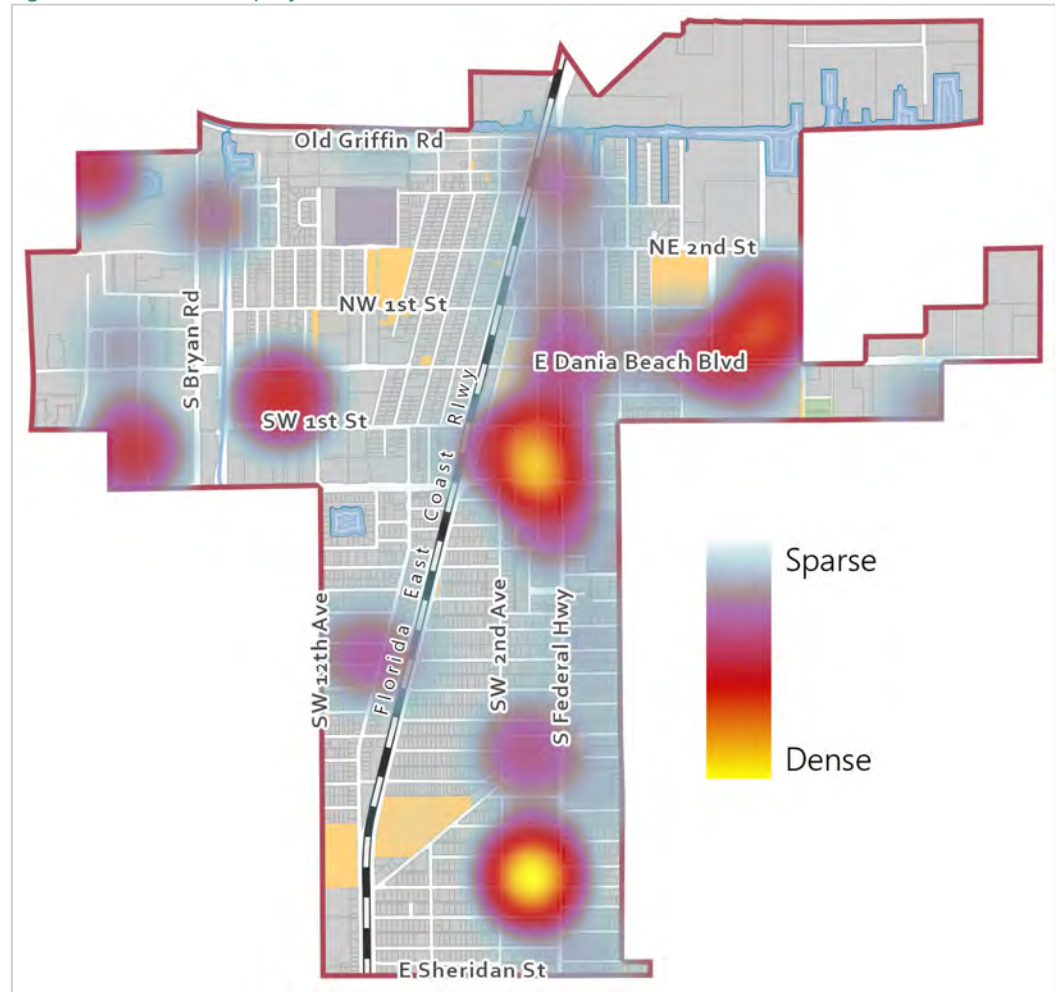
Employment data for the CRA was collected from the Longitudinal Employer-Household Dynamics (LEHD) program. LEHD data is drawn from the US Census Bureau and the Florida Department of Economic Opportunity and reflects the number of employed persons within the CRA in 2019. This is the most recent data that has been released.

7.1.1 Total Employment within CRA

The LEHD data records 4,760 jobs within the CRA. **Figure 7.1-1** represents a heat map depicting the concentration of employment. The densest concentration of employment occurs along S. Federal Highway near SW 13th St. Most of the businesses at this location are retail and commercial restaurants. The second densest employment concentration occurs at the Dania Plaza center near Stirling Road, and are similarly retail, commercial shops, and restaurants.

Please note that the data used in Figure 7.1-1 is from 2019 and does not reflect changes that have occurred since that time. In particular, employment related to the Dania Pointe is not included.

Figure 7.1-1 2019 Employment Concentrations



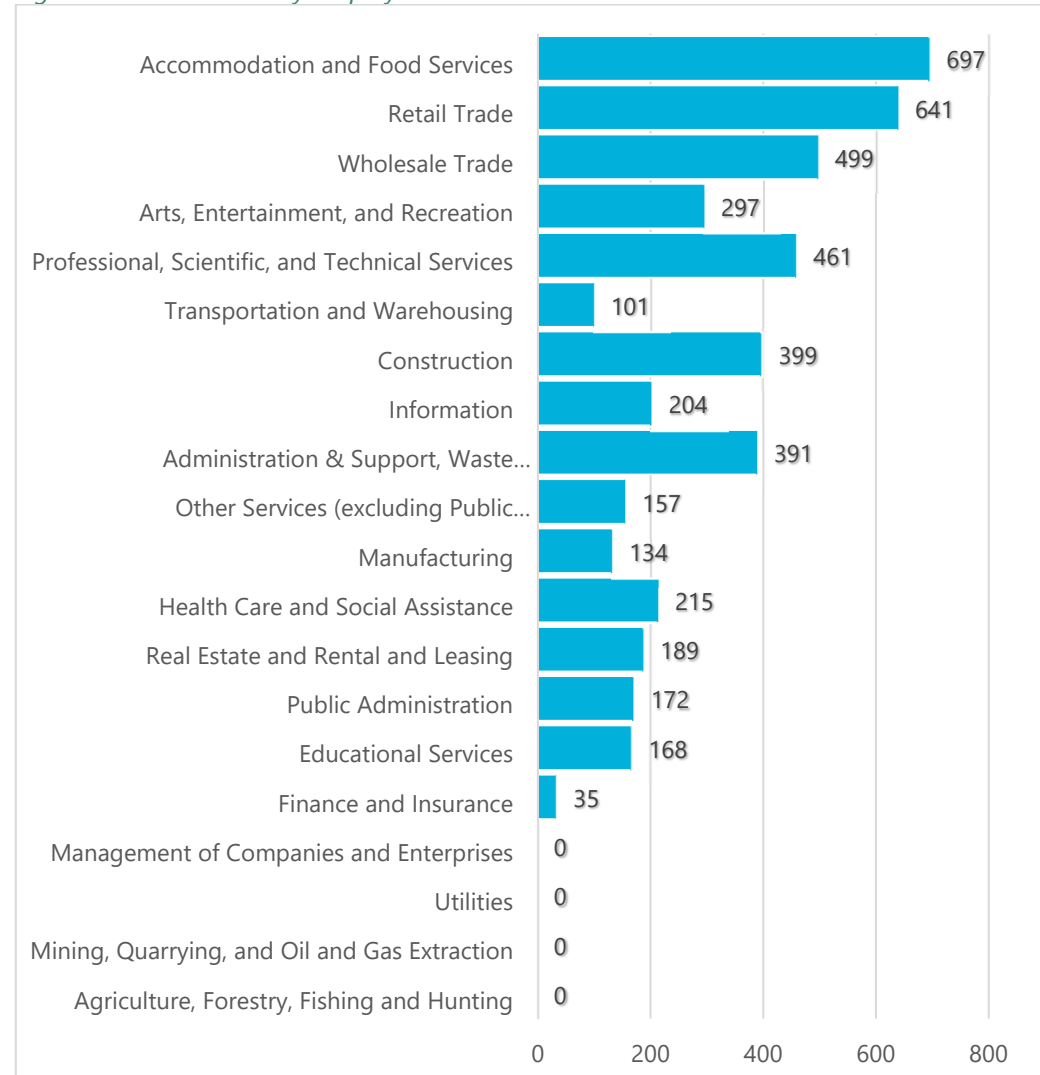
Source: LEHD, 2019

7.1.2 Existing Industries

The North American Industry Classification System (NAICS) is an industry classification system that was developed in accordance with a single principle of aggregation. This principle produces units that use similar production processes that should be grouped to analyze economic conditions.

Dania Beach has a wide range of industries, as shown in **Figure 7.1-2**. Accommodation and Food Services, Retail Trade, Wholesale Trade, and Professional, Scientific, and Technical Services are the four top categories and represent 48.3% (2,298) of total jobs. Nearly 9.7% of the jobs are Professional, Scientific, and Technical Services.

Figure 7.1-2 Industries by Employees



7.1.3 Earnings

The LEHD data categorizes jobs by earnings into three categories: low, medium, and high. The low earnings category includes jobs that pay \$1,250 per month or less, the middle category includes jobs that pay between \$1,251 and \$3,333 per month, and the high category includes jobs that pay more than \$3,333 per month.

According to the LEHD data, about 22% of workers in the CRA fall into the lower earnings category, 42% fall into the middle category, and 36% make more than \$3,333 per month. This indicates that there is a significant proportion of workers in the CRA who may not be earning enough to live comfortably.

7.1.4 Age Cohorts

Within the Dania Beach CRA, approximately 20% of workers are age 29 or younger. About 56% are between the ages of 30 and 54. About 24% are age 55 or older.

Figure 7.1-3 Employment by Monthly Earnings

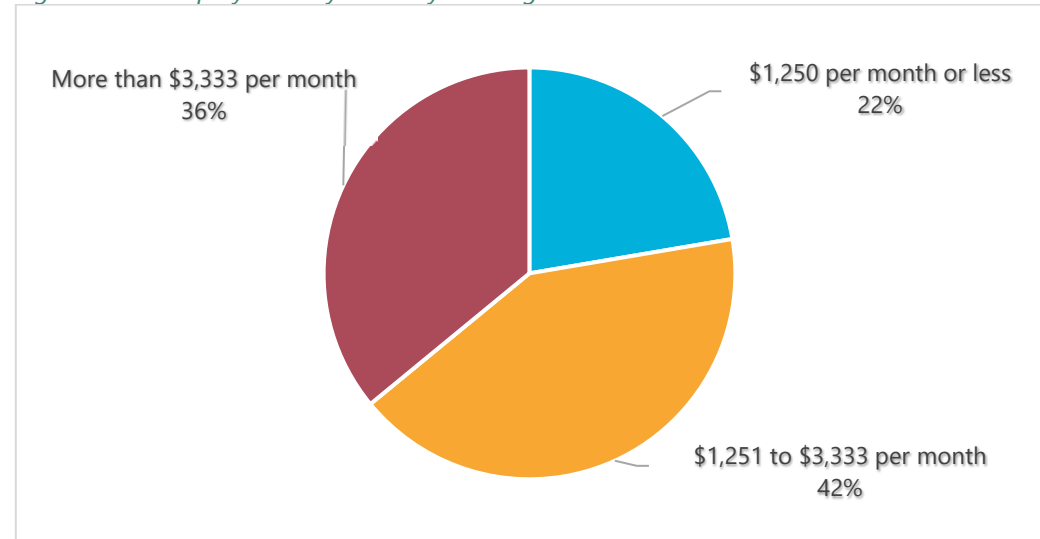
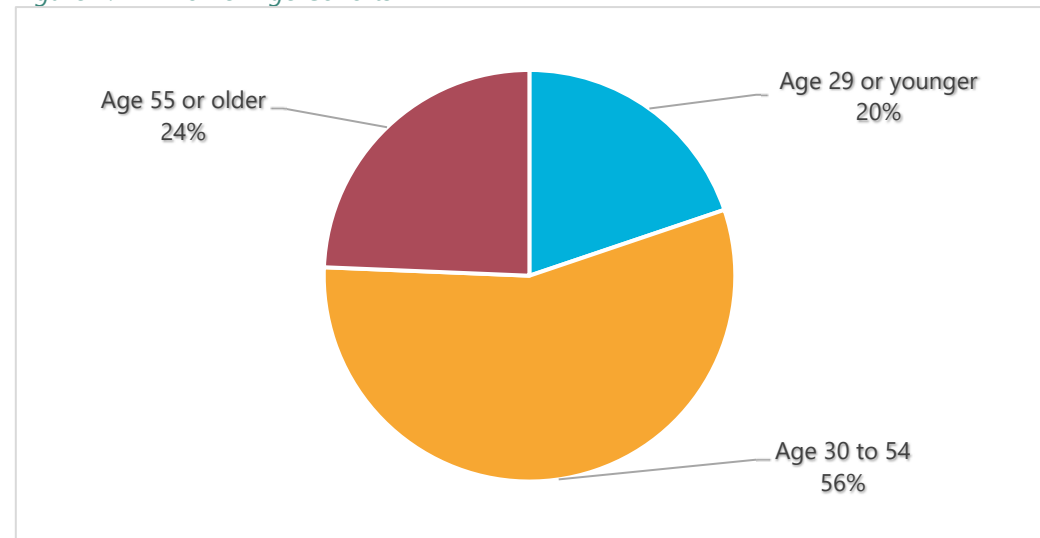


Figure 7.1-4 Worker Age Cohorts



7.1.5 Education

The LEHD dataset does not include educational attainment for workers aged 29 or younger. For the remainder of workers within the CRA, about 32% have some college or associate degree, 28% have up to a high school or equivalent diploma, 20% have a bachelor's degree, and 19% have no high school or equivalent diploma.

7.1.6 Race and Ethnicity

The LEHD data categorizes workers by Census races and ethnicities. According to this data, 37% of the workforce is White alone (not Hispanic), 30% is Hispanic or Latino, 27% is Black, and 3% is Asian. About 1.5% are multi-racial, and less than 1% are from other groups.

Figure 7.1-5 Employment by Educational Attainment

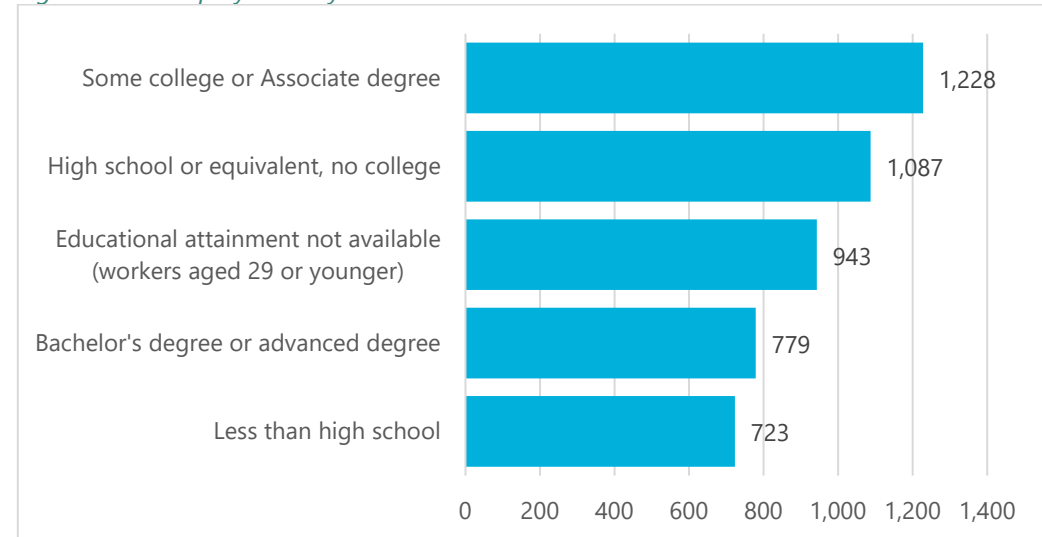
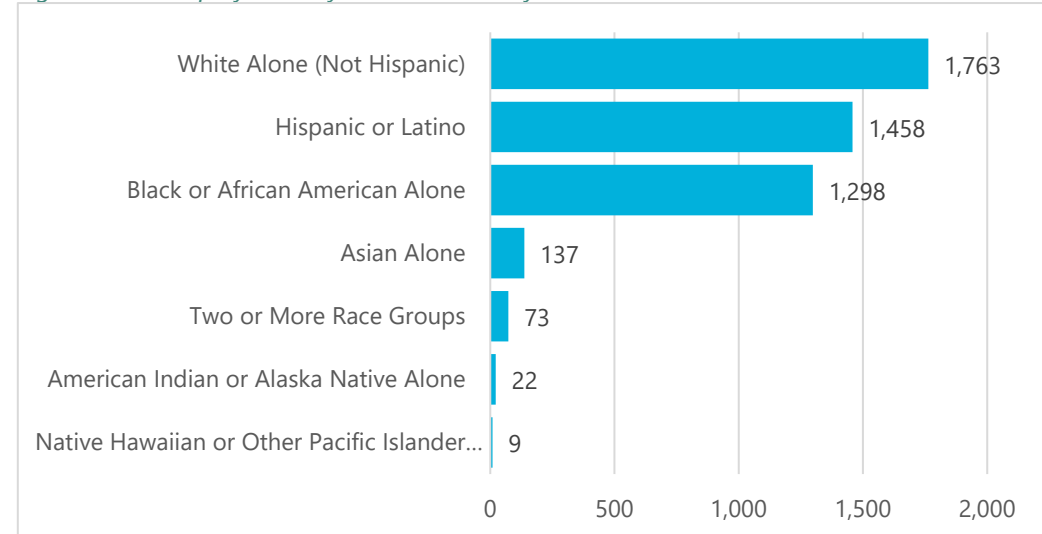


Figure 7.1-6 Employment by Race & Ethnicity



7.1.7 Industries by Age Cohort

Within the CRA, workers aged 29 or younger make up a proportionally large share of accommodation, food service, and retail trade jobs. The 30 to 54 age group comprises the majority of the industries. Workers aged 55 and up make up a proportionally small share of transportation, warehouse, information, and manufacturing jobs.

Earnings by Age Cohort

Workers aged 29 and younger are most likely to be in the middle-income bracket and least likely to be in the upper-income bracket. Workers 30 to 54 are slightly more likely to be in the upper-income bracket than the middle-income bracket. Workers 55 and older are slightly more likely to be in the middle-income bracket than the upper-income bracket.

Figure 7.1-7 Employment Industries by Age Cohort

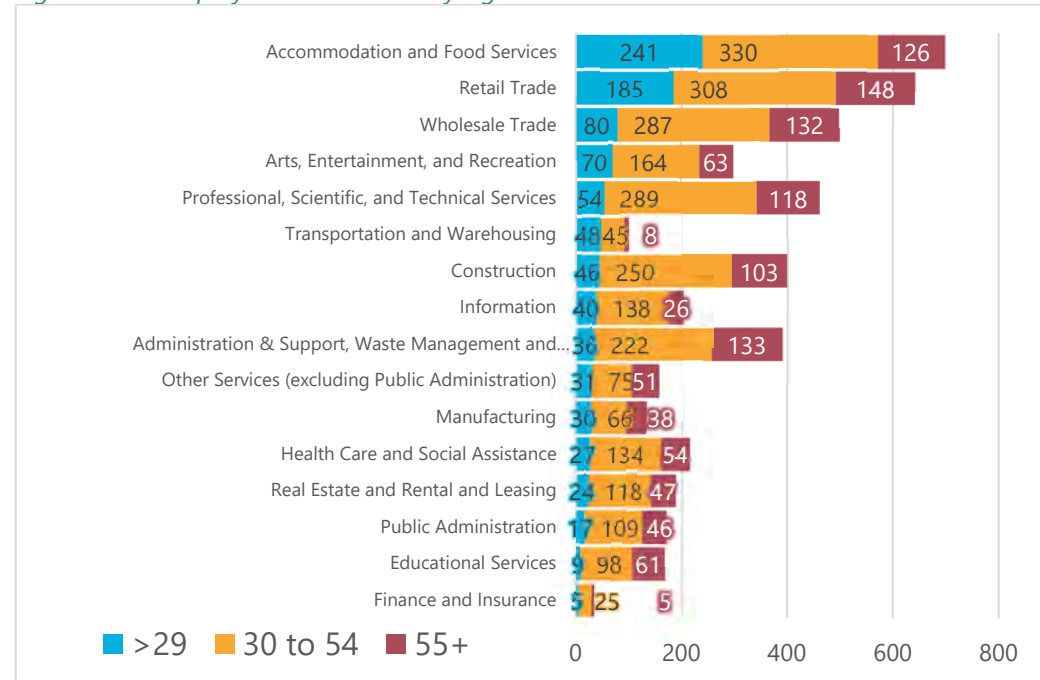
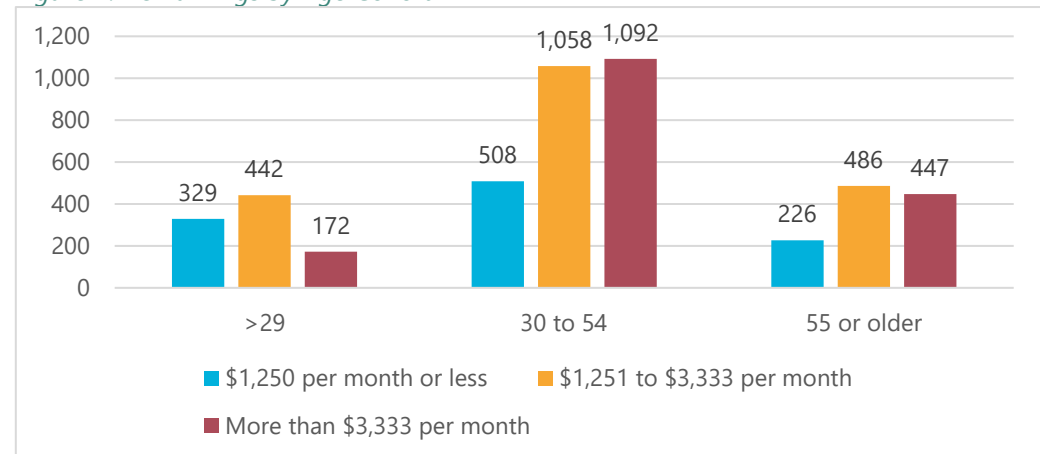


Figure 7.1-8 Earnings by Age Cohort



7.1.8 Goods Producing Industries

This section breaks down the NAICS industries categorized as “goods-producing.” This includes Manufacturing and Construction within the CRA. The LEHD data indicates that 533 of these jobs exist in the CRA. About 7% of these jobs are held by workers aged 29 or younger, 59% by workers aged 30 to 54, and 26% by workers aged 55 and older. As shown in *Figure 7.1-10*, most of these jobs are held by workers without a bachelor’s degree.

Figure 7.1-9 Goods Producing Employment by Age

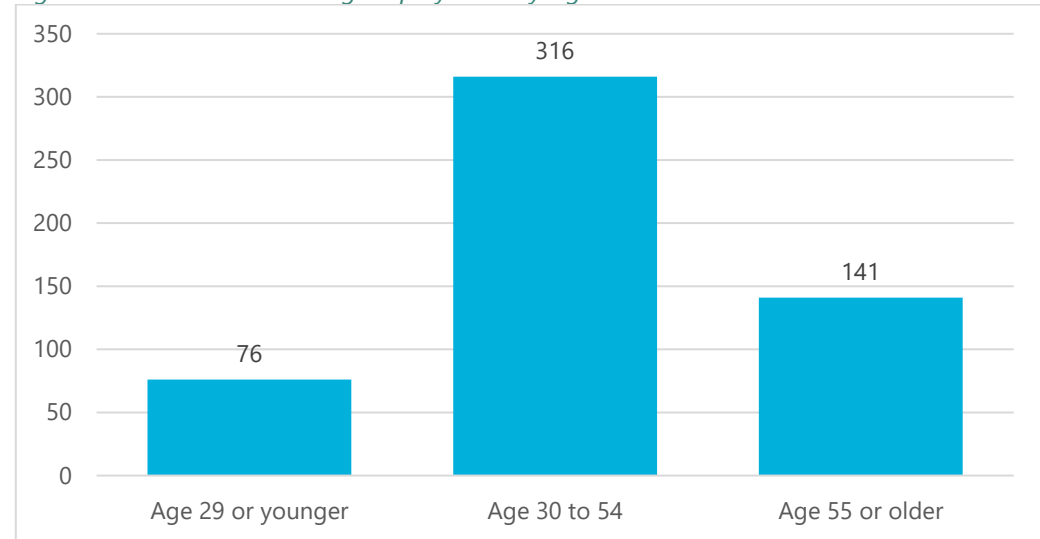
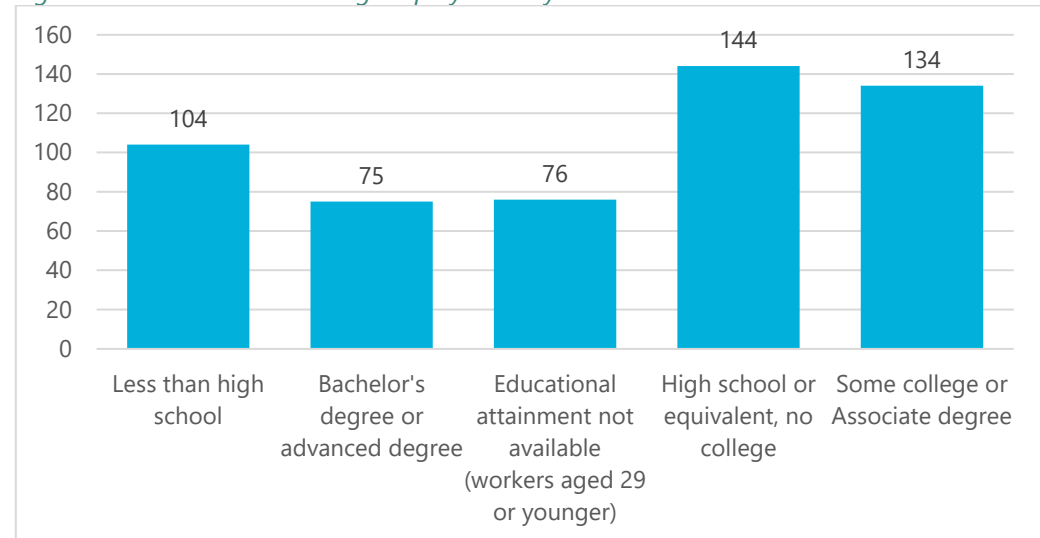


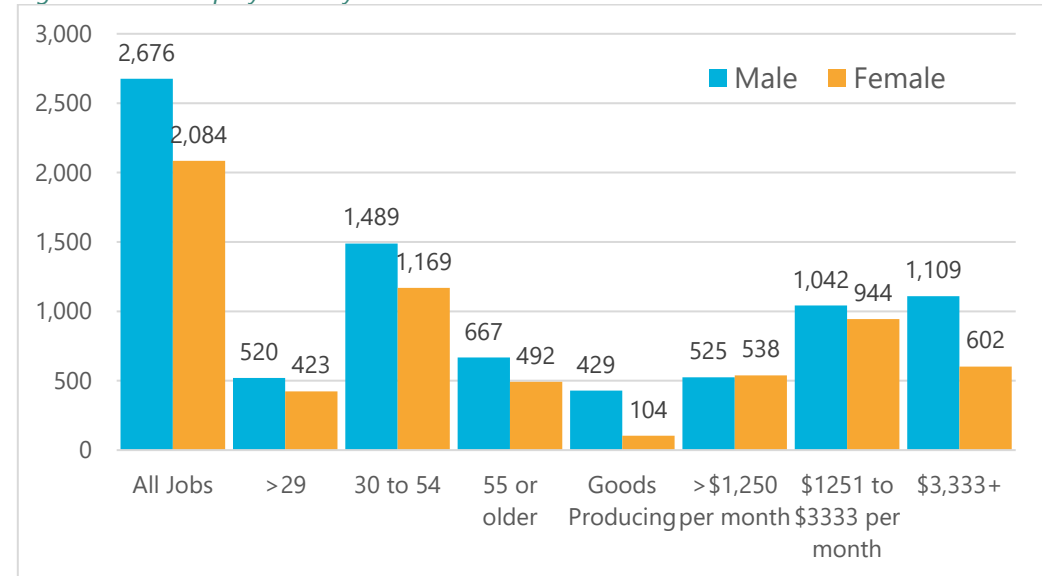
Figure 7.1-10 Goods Producing Employment by Educational Attainment



7.1.9 Employment by Gender

The workers within the CRA are 56% male and 44% female. **Figure 7.1-11** illustrates that the largest gender distribution gaps in employment occur between workers aged 30 to 54 and those making \$3,333 or greater monthly.

Figure 7.1-11 Employment by Gender



7.1.10 Regional Employment Inflow

A large majority of employees working within the CRA live outside of the City of Dania Beach, and a sizable portion lives outside of Broward County. Table 7.1-1 categorizes individuals who work within the CRA by their home location.

Table 7.1-1 CRA Employment by Home Location

Worker Home Location	# of Workers	% of CRA Employment
Dania Beach CRA	162	3.4%
City of Dania Beach, but not the CRA	140	2.9%
Broward County, but not Dania Beach	2,585	54.3%
Outside Broward County	1,873	39.3%
CRA Total	4,760	100%

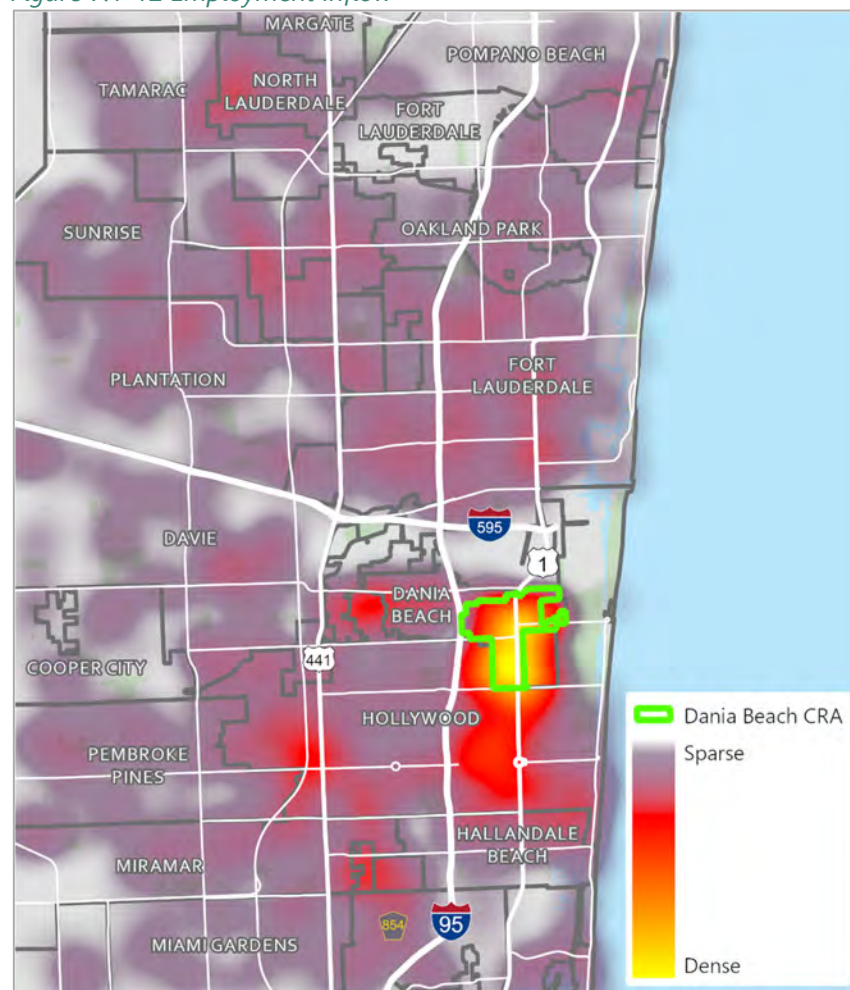
Source: LEHD, 2019

The average commute time of those working in the CRA is 29.1 minutes. Of the 4,760 jobs displayed in the LEHD data, 47.79% live within 10 miles of the CRA, 32.39% live between 10 and 24 miles, 7.35% between 25 and 50 miles, and 12.46% live more than 50 miles away. **Figure 7.1-12** displays the origin locations of these workers.

The 2019 LEHD data (the most recent available) identifies 4,458 daily workers coming into the CRA from outside of the Dania Beach. These existing commuters can be seen as generating revenue that is not directly captured within the city. Assuming a citywide median income of

\$82,100 (see Table 5.1-5), these remote workers would generate approximately \$366 million annually. Increasing housing options is one means to reduce the number of commuters and increase recirculation of local spending revenues in the city.

Figure 7.1-12 Employment Inflow



Source: LEHD, 2019

7.1.11 Employment Projections

Overall Industry & Employment Growth

Employment projections for Broward County are an important consideration for local business retention and future business attraction in Dania Beach. A review of the publicly available Florida Department of Economic Opportunity (FDEO) and correlated private sector Woods and Poole (W&P) near-term employment growth projections by major industry types show continued growth in the County and region that aligns with Dania Beach CRA targeted industries.

Table 7.1-2 shows a 6.9 percent of all industries' growth is estimated in the near growth projections from 2022 to 2030. The highest concentrations are anticipated to occur in Education and Health Services (13.1%), Leisure and Hospitality (11.2%), and Professional and Business Services (10.5%) segments.

These are important occupational groups for Dania Beach to retain and attract as each segment relates to higher-wage earnings and the benefit of recirculation funds in the local economy through housing, support employment, and services. Keeping money recirculating locally is a key driver in providing economic benefit and return on investment for Dania Beach projects and programs.

Table 7.1-2 Employment Growth in Broward County (2022-2030)

NAICS Code	NAICS Title	Employment			
		2022	2030	Growth	Growth (%)
	Total, All Industries	923,481	986,903	63,422	6.9
23	Construction	49,156	50,925	1,769	3.6
31	Manufacturing	28,535	29,554	1,019	3.6
1021	Trade, Transportation and Utilities	196,661	202,119	5,458	2.8
51	Information	20,748	21,663	915	4.4
1023	Financial Activities	65,362	67,506	2,144	3.3
1024	Professional and Business Services	162,953	180,137	17,184	10.5
1025	Education and Health Services	165,575	187,186	21,611	13.1
1026	Leisure and Hospitality	92,353	102,693	10,340	11.2
81	Other Services (except Public Administration)	33,059	35,359	2,300	7.0
90	Government	99,161	105,787	6,626	6.7
	Self-Employed and Unpaid Family Workers, All Jobs	55,564	54,910	-654	-1.2

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Growth by Industry

The highest percent of Jobs By Industry Growth in the near term is shown to be Water Transportation (38.6%), Chemical Manufacturing (23.8%), and Truck Transportation (22.8%) fields. The transportation groups are notable as they relate to the movement of goods and people that support marine, air, rail, and just-in-time warehousing delivery industries that may be attracted to Dania Beach CRA's location and proximity to regional assets.

Industries with Most New Jobs by 2030

The industries expected to grow the most in terms of total jobs by 2030 are Professional, Scientific, and Technical Services (10,356); Ambulatory Health Services (9,478); and Food Services and Drinking Places (7,067) fields.

Professional, Scientific, and Technical Service

The Professional, Scientific, and Technical Services industry is the highest growth in the county. Growth of the industry may include the creation of new jobs in the fields of legal services, accounting, architecture, engineering, computer services, consulting, and research, among others. This can lead to increased economic activity and potentially stimulate growth in other industries as well.

Table 7.1-3 Jobs By Industry Growth by Rate (2022-2030)

NAICS Code	NAICS Title	Employment			
		2022	2030	Growth	Growth (%)
483	Water Transportation	1,237	1,715	478	38.6
325	Chemical Manufacturing	3,401	4,212	811	23.8
484	Truck Transportation	3,854	4,732	878	22.8
532	Rental and Leasing Services	4,490	5,323	833	18.6
515	Broadcasting (except Internet)	1,056	1,250	194	18.4
621	Ambulatory Health Care Services	55,518	64,996	9,478	17.1
713	Amusement, Gambling, and Recreation Industries	7,607	8,884	1,277	16.8
711	Performing Arts, Spectator Sports, and Related Industries	3,699	4,297	598	16.2
541	Professional, Scientific, and Technical Services	69,273	79,629	10,356	14.9
512	Motion Picture and Sound Recording Industries	1,849	2,121	272	14.7
624	Social Assistance	13,816	15,844	2,028	14.7
551	Management of Companies and Enterprises	8,876	10,013	1,137	12.8
336	Transportation Equipment Manufacturing	2,178	2,454	276	12.7
721	Accommodation	10,297	11,571	1,274	12.4
531	Real Estate	18,662	20,925	2,263	12.1
722	Food and Drinking Places	70,368	77,435	7,067	10.0
611	Educational Services	21,471	23,471	2,000	9.3
622	Hospitals	12,925	14,110	1,185	9.2
811	Repair and Maintenance	9,570	10,433	863	9.0
327	Mineral Product Manufacturing	1,251	1,363	112	9.0

Note: This table includes industries with a minimum of 900 jobs in 2022.

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Food Services and Drinking Places

The Food Services and Drinking Places industry is the second highest growth area for the county, with employment expected to grow to 77,435. This industry is important because it provides food and beverage services to customers, which is essential for meeting the daily needs of the community. It may also improve the availability and variety of food and beverage options in the community, which can enhance the quality of life for residents.

Ambulatory Health Care Services

The Ambulatory Health Care Services industry is the third highest growth area for the county, with employment expected to grow to 64,996. This industry provides essential health care services to patients on an outpatient basis, without the need for inpatient hospitalization. The growth of this industry can have a number of positive impacts on the community. For example, it may create jobs for healthcare practitioners and support staff. It may also improve the availability and accessibility of healthcare services for residents, which can enhance the overall health and well-being of the community.

Table 7.1-4 Jobs By Industry Growth by Amount (2022-2030)

NAICS Code	NAICS Title	Employment			
		2022	2030	Growth	Growth (%)
541	Professional, Scientific, and Technical Services	69,273	79,629	10,356	14.9
621	Ambulatory Health Care Services	55,518	64,996	9,478	17.1
722	Food Services and Drinking Places	70,368	77,435	7,067	10.0
930	Local Government	86,326	92,640	6,314	7.3
561	Administrative and Support Services	81,925	87,639	5,714	7.0
531	Real Estate	18,662	20,925	2,263	12.1
423	Merchant Wholesalers, Durable Goods	28,895	30,931	2,036	7.0
624	Social Assistance	13,816	15,844	2,028	14.7
611	Educational Services	21,471	23,471	2,000	9.3
238	Specialty Trade Contractors	33,445	35,390	1,945	5.8
424	Merchant Wholesalers, Nondurable Goods	18,392	19,818	1,426	7.8
713	Amusement, Gambling, and Recreation Industries	7,607	8,884	1,277	16.8
721	Accommodation	10,297	11,571	1,274	12.4
622	Hospitals	12,925	14,110	1,185	9.2
551	Management of Companies and Enterprises	8,876	10,013	1,137	12.8
481	Air Transportation	12,965	14,061	1,096	8.5
441	Motor Vehicle and Parts Dealers	15,986	17,048	1,062	6.6
812	Personal and Laundry Services	12,058	13,000	942	7.8
623	Nursing and Residential Care Facilities	11,303	12,219	916	8.1
484	Truck Transportation	3,854	4,732	878	22.8

Source: Florida Department of Economic Opportunity, Bureau of Workforce Statistics & Economic Research

Earnings and Future Earnings by Industry

Table 7.1-5 shows the average annual wages for various industries in Broward County. The data shows that some industries have relatively high average annual wages, such as professional, scientific, and technical services, which have an average annual wage of \$94,963. Other industries have lower average annual wages, such as social assistance, which has an average annual wage of \$34,087.

According to the data in the table, the top three industries by new jobs are:

1. Professional, scientific, and technical services, with 10,356 new jobs
2. Ambulatory health care services, with 9,478 new jobs
3. Food services and drinking places, with 7,067 new jobs

The top three industries by new wages are:

1. Professional, scientific, and technical services, with \$983,436,000 in new wages
2. Ambulatory health care services, with \$587,484,352 in new wages
3. Real estate, with \$137,552,653 in new wages

Table 7.1-5 Industry Wages and Growth in Broward County

Code	NAICS Title	*Avg Weekly Wage	Avg Annual Wage	**New Jobs by 2030	New Wages by 2030 (2022 Dollars)
238	Specialty Trade Contractors	\$ 1,320	\$ 68,649	1,945	\$133,521,994
423	Merchant Wholesalers, Durable Goods	\$ 1,413	\$ 73,470	2,036	\$ 149,584,431
424	Merchant Wholesalers, Nondurable Goods	\$ 1,653	\$ 85,949	1,426	\$ 122,562,875
441	Motor Vehicle and Parts Dealers	\$ 1,154	\$ 60,021	1,062	\$ 63,742,302
481	Air Transportation	\$ 1,553	\$ 80,763	1,096	\$ 88,515,985
484	Truck Transportation	\$ 1,205	\$ 62,651	878	\$ 55,007,262
531	Real Estate	\$ 1,169	\$ 60,783	2,263	\$ 137,552,653
541	Professional, Scientific, and Technical Services	\$ 1,826	\$ 94,963	10,356	\$ 983,436,000
551	Management of Companies and Enterprises	\$ 1,733	\$ 90,136	1,137	\$ 102,484,359
561	Administrative and Support Services	\$ 913	\$ 47,473	5,714	\$ 271,263,008
611	Educational Services	\$ 1,068	\$ 55,550	2,000	\$ 111,099,040
621	Ambulatory Health Care Services	\$ 1,192	\$ 61,984	9,478	\$ 587,484,352
622	Hospitals	\$ 1,476	\$ 76,748	1,185	\$ 90,946,807
623	Nursing and Residential Care Facilities	\$ 794	\$ 41,269	916	\$ 37,802,660
624	Social Assistance	\$ 655	\$ 34,087	2,028	\$ 69,127,463
713	Amusement, Gambling, and Recreation Industries	\$ 507	\$ 26,371	1,277	\$ 33,676,125
721	Accommodation	\$ 705	\$ 36,662	1,274	\$ 46,707,490
722	Food Services and Drinking Places	\$ 475	\$ 24,720	7,067	\$ 174,698,219
812	Personal and Laundry Services	\$ 643	\$ 33,419	942	\$ 31,481,037

*Source: Average Hourly Wages from October 2022 data from BLS Current Employment Statistics.

**See table on the previous page.

Data on Government Workers is unavailable.

The methodology used above is based on industry growth projections for Broward County. These growth rates were applied to the CRA's industries in the analysis presented in Table 7.1-6, assuming that the growth rate will apply equally at the CRA scale.

The top three industries projected to have the most new jobs in the CRA by 2030 are:

1. Accommodation and Food Services (78 new jobs)
2. Professional, Scientific, and Technical Services (48 new jobs)
3. Arts, Entertainment, and Recreation (33 new jobs)

The top three industries with the highest projected wage growth in the CRA by 2030 are:

1. Professional, Scientific, and Technical Services (\$4,412,116)
2. Accommodation and Food Services (\$3,533,177)
3. Health Care and Social Assistance (\$2,293,194)

Table 7.1-6 Industry Wages and Growth in the Dania Beach CRA

Code	NAICS Title	2019 Jobs	2022-2030 Growth %	Jobs by 2030	Avg Annual Earnings (2022)	2030 New Wages (2022 Dollars)
23	Construction	399	3.60	14	\$ 61,010	\$ 876,348
42	Wholesale Trade	499	2.80	14	\$ 63,100	\$ 881,633
51	Information	204	4.40	9	\$ 91,930	\$ 825,164
52	Finance and Insurance	35	3.30	1	\$ 60,070	\$ 69,381
54	Professional, Scientific, and Technical Services	461	10.50	48	\$ 91,150	\$ 4,412,116
54	Real Estate and Rental / Leasing	189	6.90	13	\$ 54,400	\$ 709,430
56	Admin & Support, Waste Mgmt	391	6.90	27	\$ 30,850	\$ 832,302
61	Educational Services	168	13.10	22	\$ 61,620	\$ 1,356,133
62	Health Care and Social Assistance	215	13.10	28	\$ 81,420	\$ 2,293,194
71	Arts, Entertainment, and Recreation	297	11.20	33	\$ 42,630	\$ 1,418,044
72	Accommodation & Food Services	697	11.20	78	\$ 45,260	\$ 3,533,177
99	Public Admin.	172	6.70	12	\$ 67,800	\$ 781,327
31-33	Manufacturing	134	3.60	5	\$ 57,620	\$ 277,959
44-45	Retail Trade	641	2.80	18	\$ 37,590	\$ 674,665
48-49	Transportation and Warehousing	101	2.80	3	\$ 53,030	\$ 149,969
81	Other Services (excluding Public Admin.)	157	7.00	11	\$ 48,290	\$ 530,707

7.2 CRA Taxable Values

A review of the 2021 Dania Beach CRA's taxable land values by major land use types was conducted. The main observations are included in the following tables.

- ◆ 3,090 parcels with a total \$1.23B taxable value are included within the CRA limits.
- ◆ Residential uses totaled 74.2% of the parcels and 37.3% of the total taxable values.
- ◆ Approximately 36% of residential units have Homestead exemptions.
- ◆ Commercial uses totaled 11.6% of the parcels and 48.8% of the total taxable values.
- ◆ Industrial uses totaled 5.5% of the parcels and 13.3% of the total taxable values.

Table 7.2-1 Taxbase Composition (Rollup)

	Taxable Value (2021)		# of Parcels	Acreage		Bldg. SF	Tax Value / SF
Residential	\$461,012,750	37.3%	2,294	399	33.3%	4,517,032	102.06
Commercial	\$598,542,760	48.4%	357	364	30.4%	4,276,791	139.95
Industrial	\$164,622,780	13.3%	168	102	8.5%	1,557,447	105.70
Institutional	\$ 7,053,760	0.6%	48	50	4.2%	446,059	15.81
Miscellaneous	\$ 4,629,000	0.4%	192	198	16.5%	-	-
Governmental	\$ 6,460	0.0%	31	86	7.1%	208,957	-
Total	\$1,235,867,510	100%	3,090	1,198	100%	11,006,286	112.29

Table 7.2-2 Taxbase Composition (Residential)

	Taxable Value (2021)		# of Parcels	Acreage		Bldg. SF	Tax Value / SF
Single-Family	176,167,110	38.2%	1,266	205	51%	2,120,963	83.06
Multi-Family	258,559,540	56.1%	652	137	34%	2,154,803	119.99
Condo	7,929,370	1.7%	92	1	0.1%	241,266	32.87
Vacant	12,864,880	2.8%	190	52	13%	-	-
Other	5,491,850	1.2%	94	4	1%	-	-
Total	461,012,750	100.0%	2,294	399	100.0%	4,517,032	102.06

Source: Broward County Property Appraiser

Figure 7.2-1 Percent of Homesteaded (HX) Residential Properties

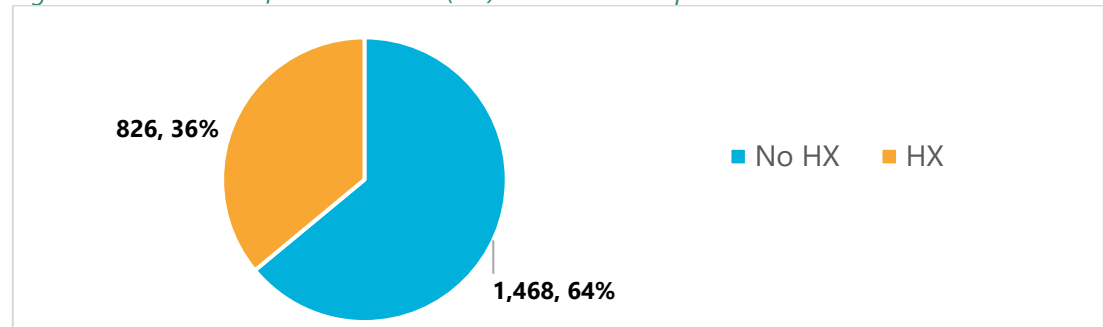


Table 7.2-3 Taxbase Composition (Commercial)

	Taxable Value (2021)		# of Parcels	Acreage		Bldg. SF	Tax Value / SF
Retail	220,358,130	36.8%	78	121	33.2%	2,166,708	101.70
Mixed-Use	19,749,650	3.3%	27	8	2.2%	167,536	117.88
Office/Business	43,809,050	7.3%	50	25	6.9%	266,737	164.24
Restaurants	12,938,230	2.2%	20	8	2.2%	46,206	280.01
Entertainment	60,220,800	10.1%	5	37	10.2%	500,728	120.27
Hotel/Motel	113,602,970	19.0%	24	16	4.4%	536,949	211.57
Airport	68,181,440	11.4%	14	66	18.1%	475,910	143.27
Vacant	41,507,780	6.9%	85	54	14.8%	-	-
Other	18,174,710	3.0%	54	29	8.0%	116,017	156.66
Total	598,542,760	100.0%	357	364	100.0%	4,276,791	139.95

Source: Broward County Property Appraiser, Taxroll Year 2021

Table 7.2-4 Taxbase Composition (Industrial)

	Taxable Value (2021)		# of Parcels	Acreage		Bldg. SF	Tax Value / SF
Manufacturing	3,978,140	2.4%	4	6	6.2%	81,814	148.62
Warehouse	156,372,170	95.0%	137	78	77.1%	1,475,607	125.04
Open Storage	1,579,950	1.0%	11	4	4.4%	26	-
Vacant	2,692,520	1.6%	16	13	12.3%	-	-
Total	164,622,780	100.0%	168	102	100.0%	1,557,421	105.70

Source: Broward County Property Appraiser, Taxroll Year 2021

7.2.1 Business Retention and Attraction

Additional non-residential land uses will also be needed. Typically, these uses grow and expand with the population as the demand for new services and goods increases with new residents. Dania Beach's geographic location provides residents with access to the surrounding region, resulting in opportunities for work, shopping, and leisure pursuits outside of the city limits. The Dania Pointe project will add substantially to the non-residential inventory. Still, more non-residential use improvement is needed along the Federal Highway corridor and City Center sub-area zones.

Industries seeking to grow or relocate typically seek remedies to existing space deficiencies. Preliminary analyses show that available space is currently limited in all three main business sectors, especially industrial. Most of the non-residential building in Dania Beach is more than 30 years dated. This little vacancy indicates that the price per SF costs is low compared to other regional locations. As such, local businesses are paying more for less attractive locations. Renovation and building of new product types are important for Dania Beach to retain and attract higher-wage employment businesses and targeted industries to the CRA.

The planning process and the enhanced neighborhood framework include key issues that the community identifies as affecting the sub-area zones. Based on the identified framework and analyses, the CRA's revised goals, principles, and recommendations are noted to support redevelopment and feasible future growth.

7.3 Goals, Objectives, and Strategies

Goal 7.1 – Support and increase a thriving small business economy.

Objective 7.1.1 – Expand opportunities for non-residential commerce

Potential Strategies

- 7.1.1.1 – Engage local commercial, industrial, and office business owners in regular communications to identify critical needs and activities within the CRA.
- 7.1.1.2 – Conduct local business owner surveys to introduce CRA programs, create focus groups, and engrain business leadership within a broader Dania Beach business community.
- 7.1.1.3 – Maintain an active digital inventory of vacant properties and contacts to identify relocation opportunities.
- 7.1.1.4 – Offer business assistance through current market knowledge, networking, improvement grants, and business skills development.
- 7.1.1.5 – Leverage municipal resources to support and grow local businesses.
- 7.1.1.6 – Inspire local entrepreneurs to dream and implement.
- 7.1.1.7 – Use placemaking demonstrations to implement permanent ideas

Benchmarks

The Dania Beach CRA should collect, review, and publish data annually on the status of strategies and success or realignment as needed. The following are potential benchmarks where annual datasets exist, and baseline comparisons can be tracked to measure the annual change in conditions.

- ◆ Private/Public investment dollars
- ◆ Number of newly constructed buildings
- ◆ Number of newly renovated buildings
- ◆ Total square footage of non-residential buildings
- ◆ Total construction costs of all new buildings
- ◆ Projects in the planning approval or building permit process
- ◆ Real estate tax base

Targeted Industries

Redevelopment Plan Update

Chapter 08



8. Targeted Industries

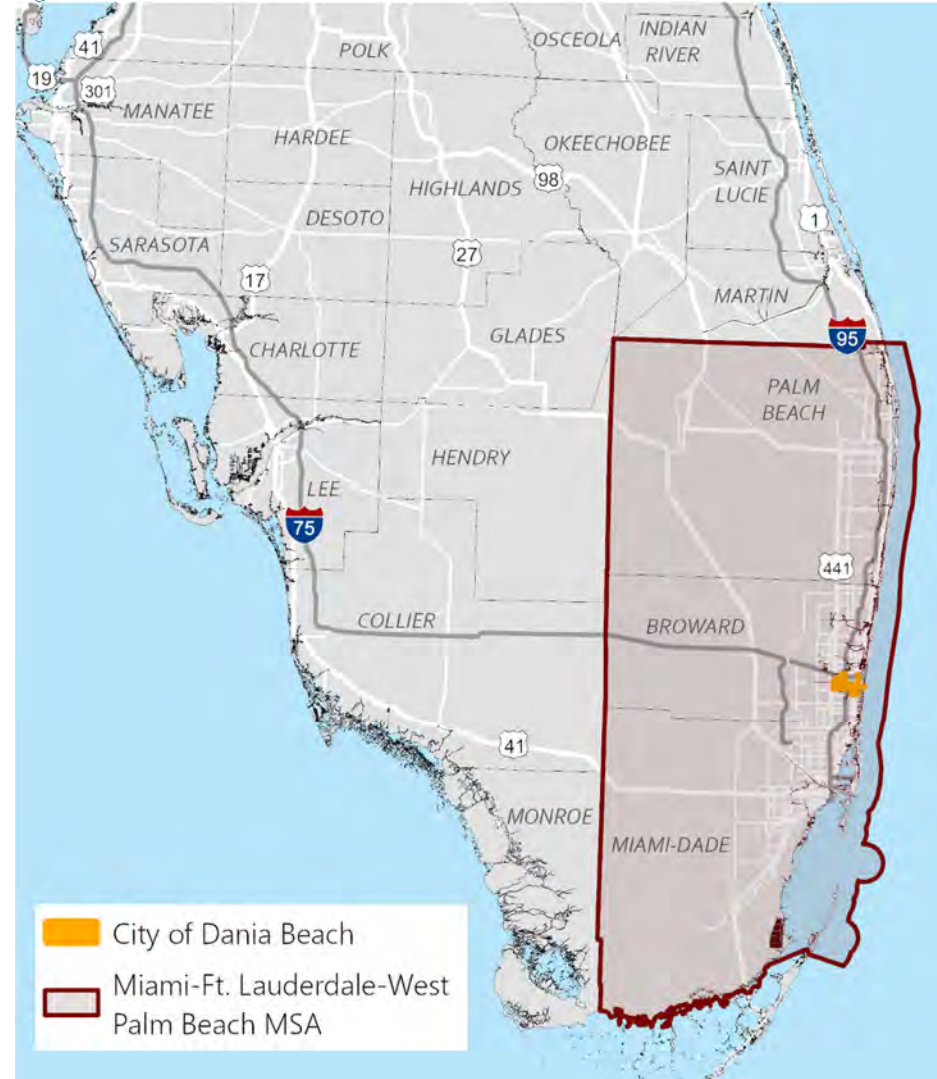
8.1 Regional Economy

Dania Beach is part of the dynamic South Florida Miami-Ft. Lauderdale-West Palm Beach Metropolitan Statistical Area (MSA). The MSA comprises the urban core areas of the three constituent counties of Miami-Dade, Broward, and Palm Beach.

The CRA Plan's location near the center of the MSA's geography and its adjacency to Interstate 95, The Greater Ft. Lauderdale International Airport, Port Everglades, and S. Federal Highway provides unique geographic benefits that should be capitalized upon for future economic growth.

The MSA continues to experience one of the highest growth rates in the United States. Broward County (inclusive of Dania Beach) grew by more than 11.2% from 1,748,066 in 2010 to 1,944,375 in 2020. During the same time, cities within Broward County increased by more than 200,000. With its central location, access to major transportation systems, and relatively lower land costs than surrounding communities, Dania Beach has a high potential to experience continued growth through redevelopment.

Figure 8.1-1 Miami-Ft. Lauderdale-West Palm Beach MSA



8.2 Existing Local Industries

Dania Beach is well positioned in the Miami-Ft. Lauderdale-West Palm Beach MSA and expected to continue to grow. The CRA has had previous efforts in 2012 to create an Economic Development Strategic Blueprint that identified Commercial/Retail Development, Design Products and Services, Marine / Maritime, and Tourism and Entertainment as potential targeted business opportunities. The plan included recommendations to retain local businesses and support cluster expansion. It identified alignment with County and State initiatives and the need to grow local support for entrepreneurs.

While all of these recommendations appear accurate today, it should also be understood that the MSA marketplace has expanded, and Dania Beach business expansion opportunities exist within a broader set of targeted industries. Further effort is needed to align higher education and skilled workforce training programs with business development and to foster a business environment that attracts higher-waged jobs in the Dania Beach CRA.

8.3 Existing Broward County Business Sectors

Dania Beach's targeted industry business sectors align with Broward County. Several of these target business sectors overlap with existing local business delivery and should be supported through local business incentive programs.

8.3.1 Technology

Includes the research, development, or distribution of technologically based goods and services. This sector contains businesses revolving around electronics manufacturing and creating software, computers, or products and services relating to information technology.

8.3.2 Global Logistics

Includes trade and transport, inventory management, purchasing, warehousing, transportation, distribution, consulting, and services by airway, railway, roadway, or waterway.

8.3.3 Aviation & Aerospace

Includes sales of equipment and related services by entities that produce commercial aircraft, undertake aircraft maintenance, repair, and overhaul services, and produce support and auxiliary equipment, such as radar, air traffic control towers, and satellites for civilian purposes.

8.3.4 Headquarter Operations

Includes administrative and back-office operations on a local, regional, or national scale. Spirit Airlines and American Maritime Officers corporate headquarters is an example in Dania Beach.

8.3.5 Marine Industries

Includes activities such as the construction, maintenance, repair, and design of both recreational and commercial vessels, as well as services related to marinas, storage/dockage facilities, training centers, and scientific research.

Build upon the existing marine-based industries

8.3.6 Life Sciences

Includes commercial research and testing, biopharmaceuticals, animal /agriculture bioscience, and medical instruments and devices.

8.3.7 Manufacturing

Includes the process of transforming materials or components into finished products that can be sold in the marketplace.

8.4 Major Dania Beach Employers

The following is a list of major employers within Dania Beach.

- ◆ American Maritime Officers (Corporate HQ)
- ◆ Bass Pro Shops • Broward College
- ◆ Casino at Dania Beach
- ◆ Dexcom
- ◆ FAU SeaTech Campus
- ◆ Fort Lauderdale–Hollywood International Airport
- ◆ Gallery of Amazing Things/MAD Advertising/Thinking Cap Theater
- ◆ Hull & Company
- ◆ Holocaust Education and Documentation Center
- ◆ International Game Fish Association
- ◆ JetBlue (Division HQ)
- ◆ Orthosensor
- ◆ Port Everglades
- ◆ Spirit Airlines (Corporate HQ)
- ◆ Vikand Medical Group

8.5 Business Sector Assessment

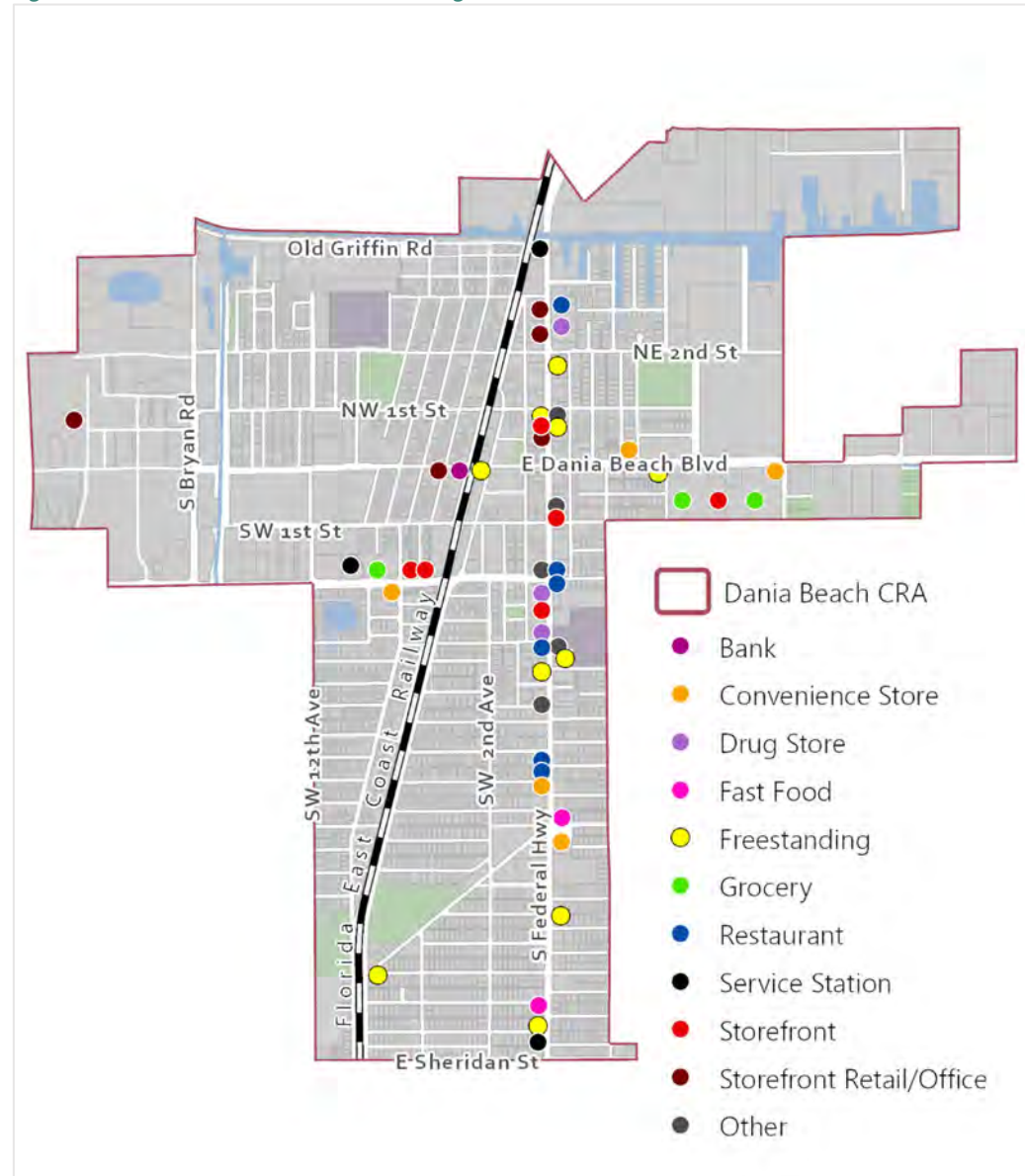
A review of CRA business sectors was conducted with a combination of Broward County Property Appraiser (BCPA) data, Department of Revenue (DOR) coding, licensed ESRI Business Analyst data, and licensed CoStar commercial real estate data. This data was acquired in March 2022. Collectively these data sources were used to represent business sector employment concentrations at the Census Tract level and specific business types and locations in the CRA at the parcel level. See **Appendix F** for the complete Esri Business Analyst Data and **Appendix G** for complete CoStar Data.

8.5.1 Retail / Commercial Business Sector

This business sector includes the following types of businesses by NAICS coding.

- ◆ Wholesale Trade
- ◆ Retail Trade
- ◆ Furniture/Home Furnishings
- ◆ Electronics/Appliances
- ◆ Building Material/Garden Equipment & Supply
- ◆ Food & Beverage Stores
- ◆ Gas Stations
- ◆ Clothing/Accessories
- ◆ Sports/Hobby/Book/Music
- ◆ General Merchandise Stores
- ◆ Miscellaneous Store Retailers
- ◆ Non-store Retailers (NAICS454)
- ◆ Transportation/Warehouse
- ◆ Arts/Entertainment/Recreation
- ◆ Accommodation/Food Services
- ◆ Accommodation
- ◆ Food Service & Drinking Places

Figure 8.5-1 Retail/Commercial Building Locations



Legend

- Dania Beach City Limits
- Dania Beach CRA

Number of Employees

Employ_Ret

- 0 - 25
- 26 - 50
- 51 - 100
- 101 - 250
- 251 - 500
- 501 - 1000
- 1001 - 2500
- 2501 - 5000
- 5001 - 7500
- 7501 - 10000

Figure 8.5-3 Retail/Commercial Business Sector Key Metrics Within CRA

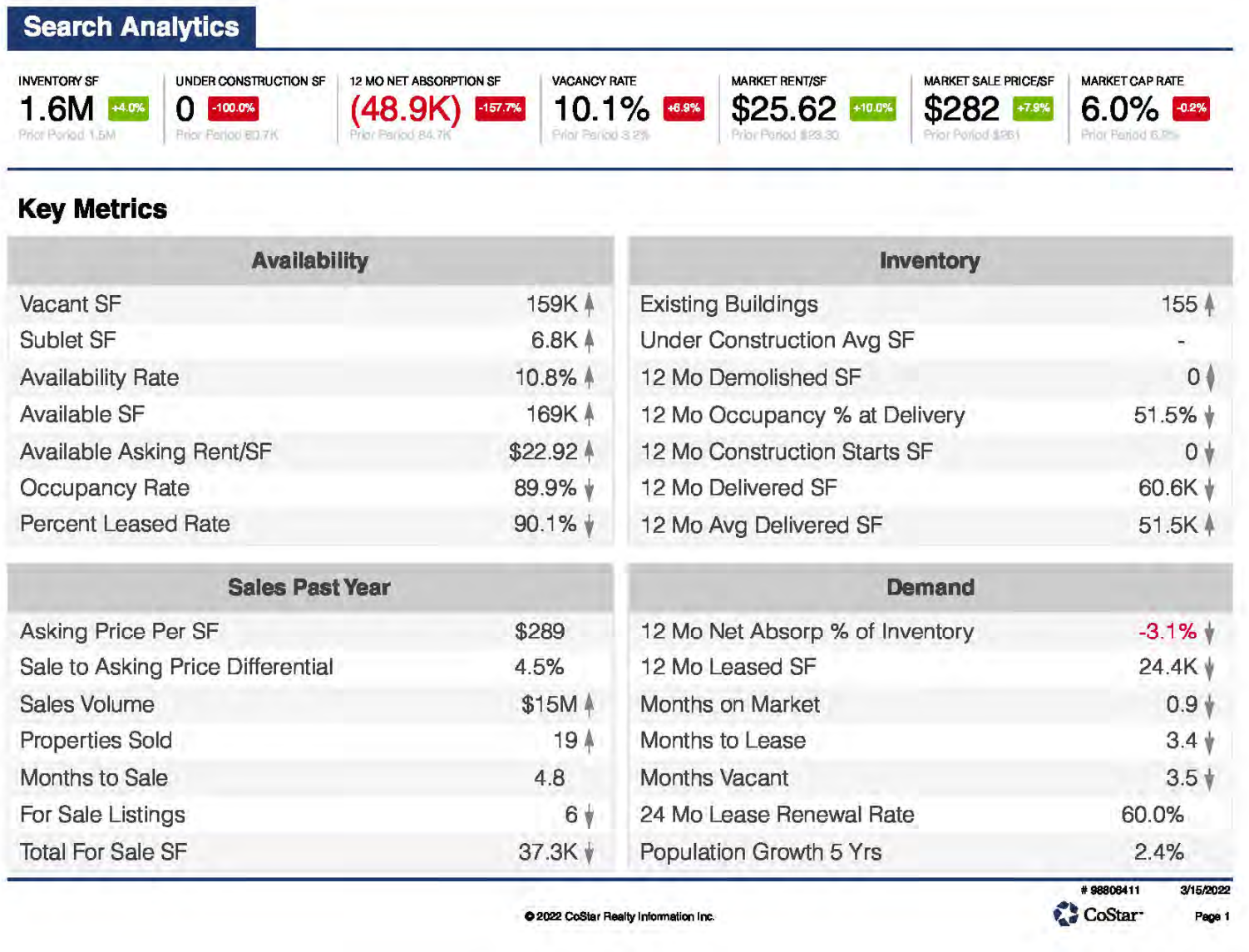
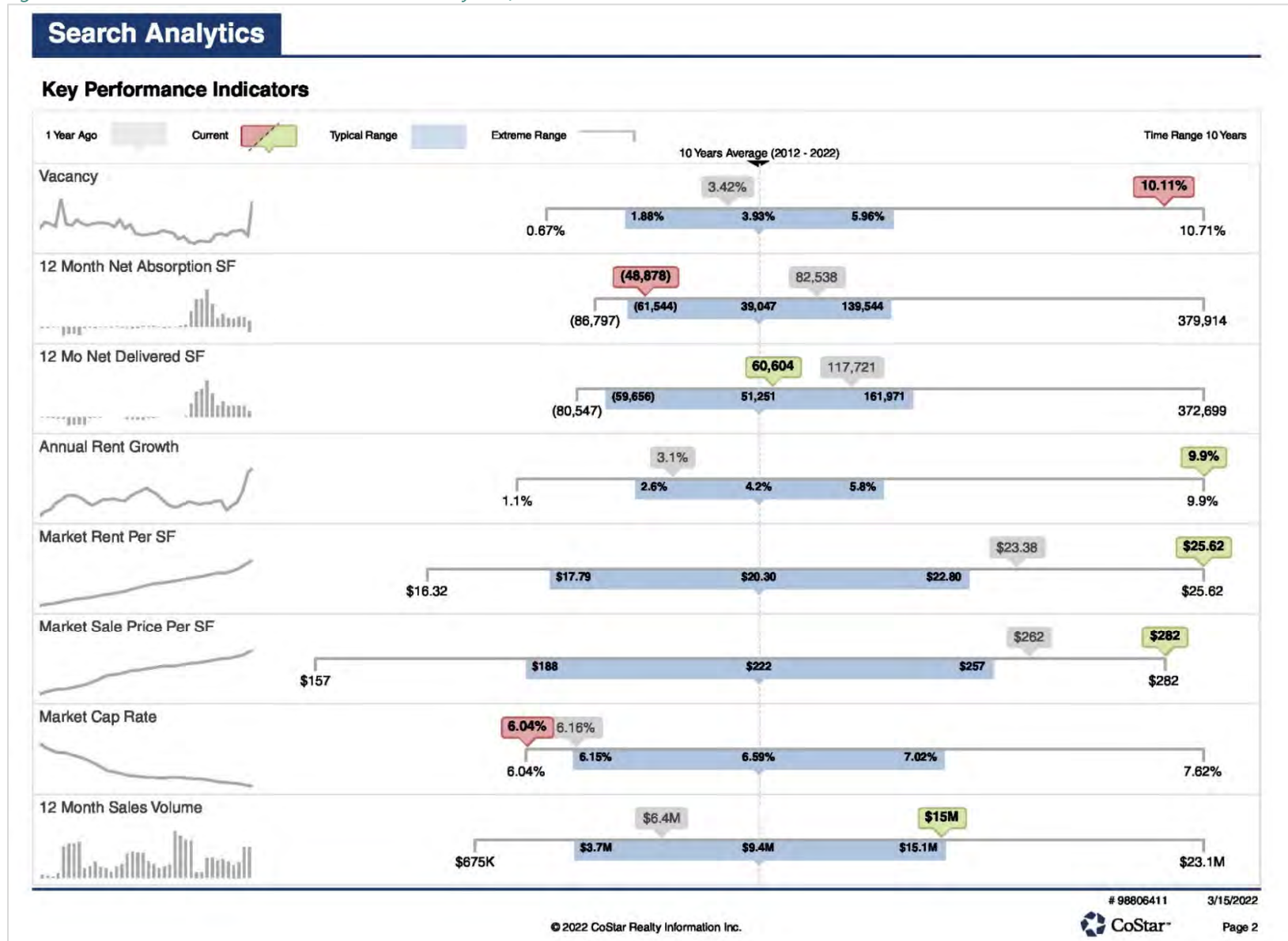


Figure 8.5-4 Retail/Commercial Business Sector Key Performance Indicators Within CRA



8.5.2 Office Business Sector

This business sector includes the following types of businesses by NAICS coding.

- ◆ Health/Personal Care
- ◆ Information
- ◆ Finance & Insurance
- ◆ Central Bank/Credit Intermediation
- ◆ Securities/Commodity Contracts
- ◆ Insurance/Funds/Trusts/Other
- ◆ Real Estate/Rental/Leasing
- ◆ Professional/Scientific/Tech Services
- ◆ Legal Services
- ◆ Management of Companies/Enterprises
- ◆ Admin/Support/Waste Management & Remediation
- ◆ Health Care/Social Assistance
- ◆ Other Services excluding Public Administration
- ◆ Public Administration

Figure 8.5-5 Office Building Locations within the CRA

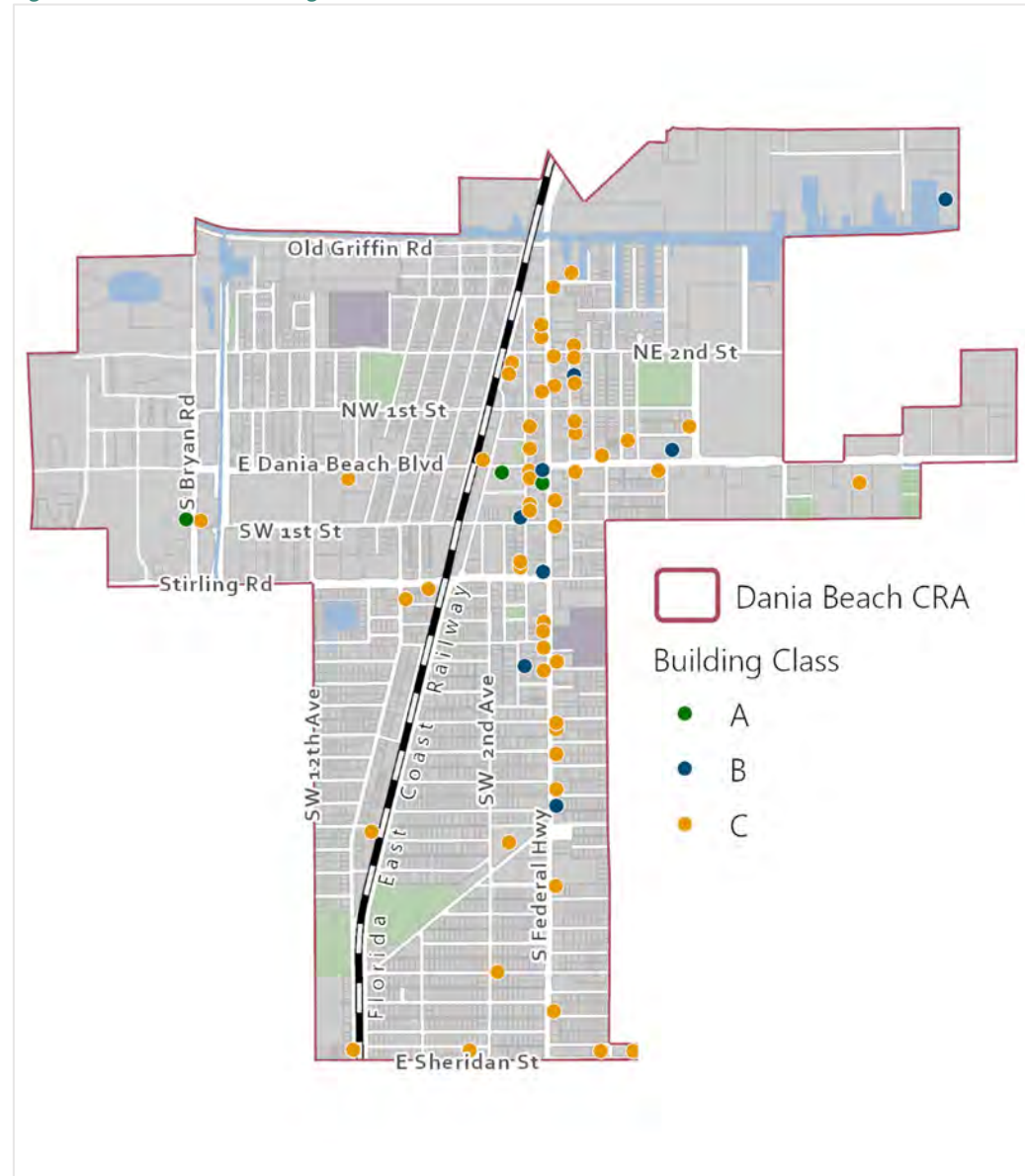


Figure 8.5-6 Office Employment Concentrations by Census Tract

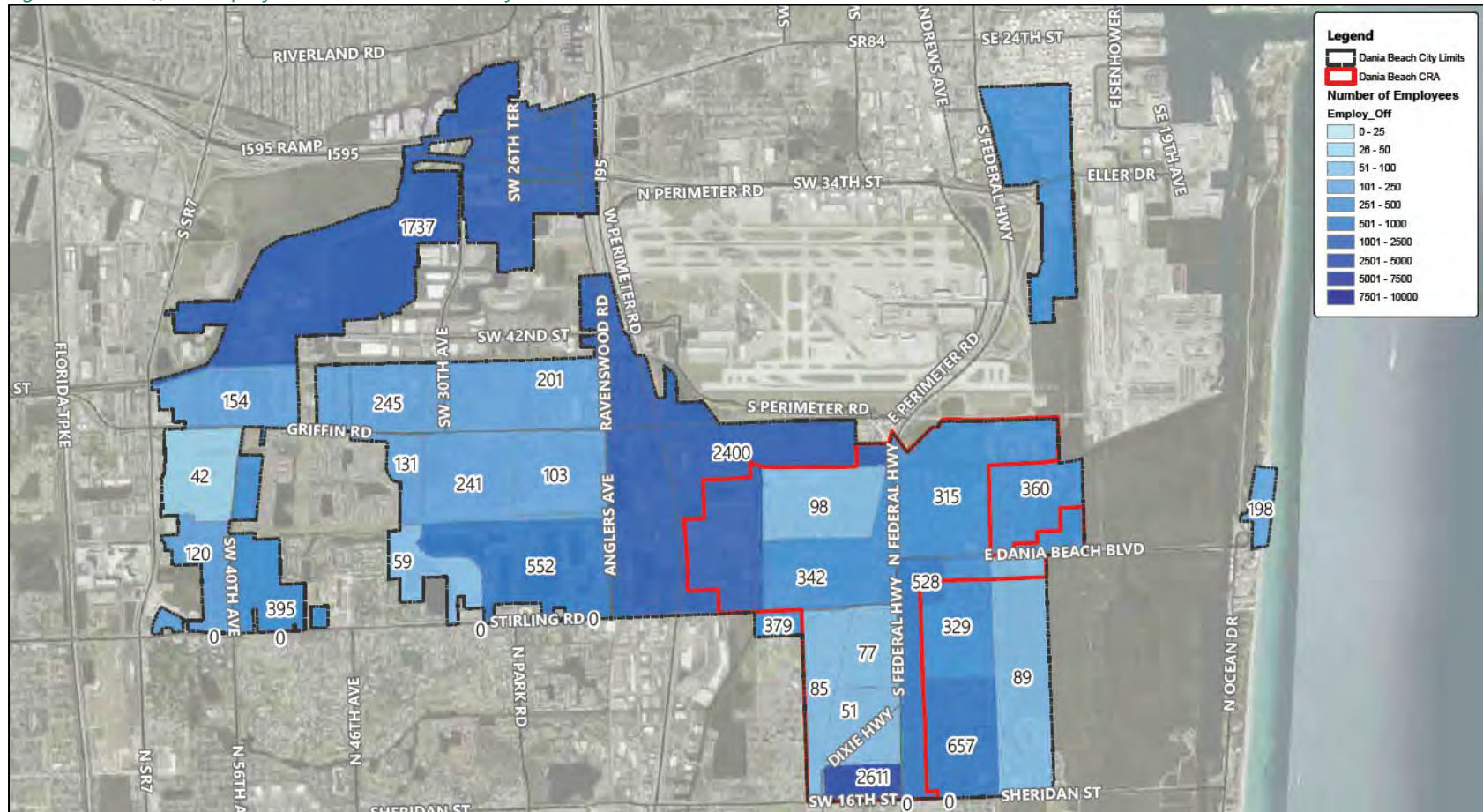


Figure 8.5-7 Office Business Sector Key Metrics Within CRA

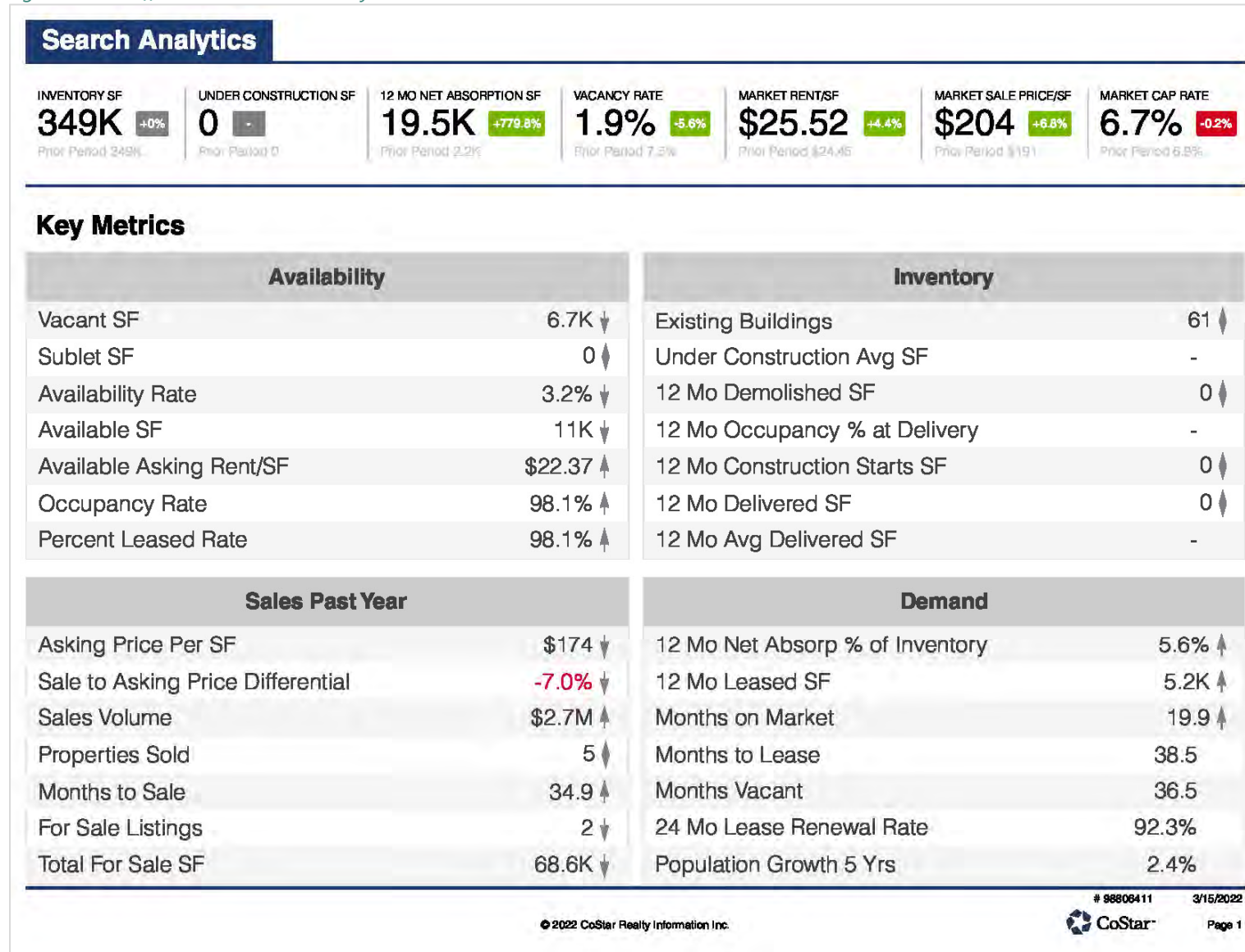
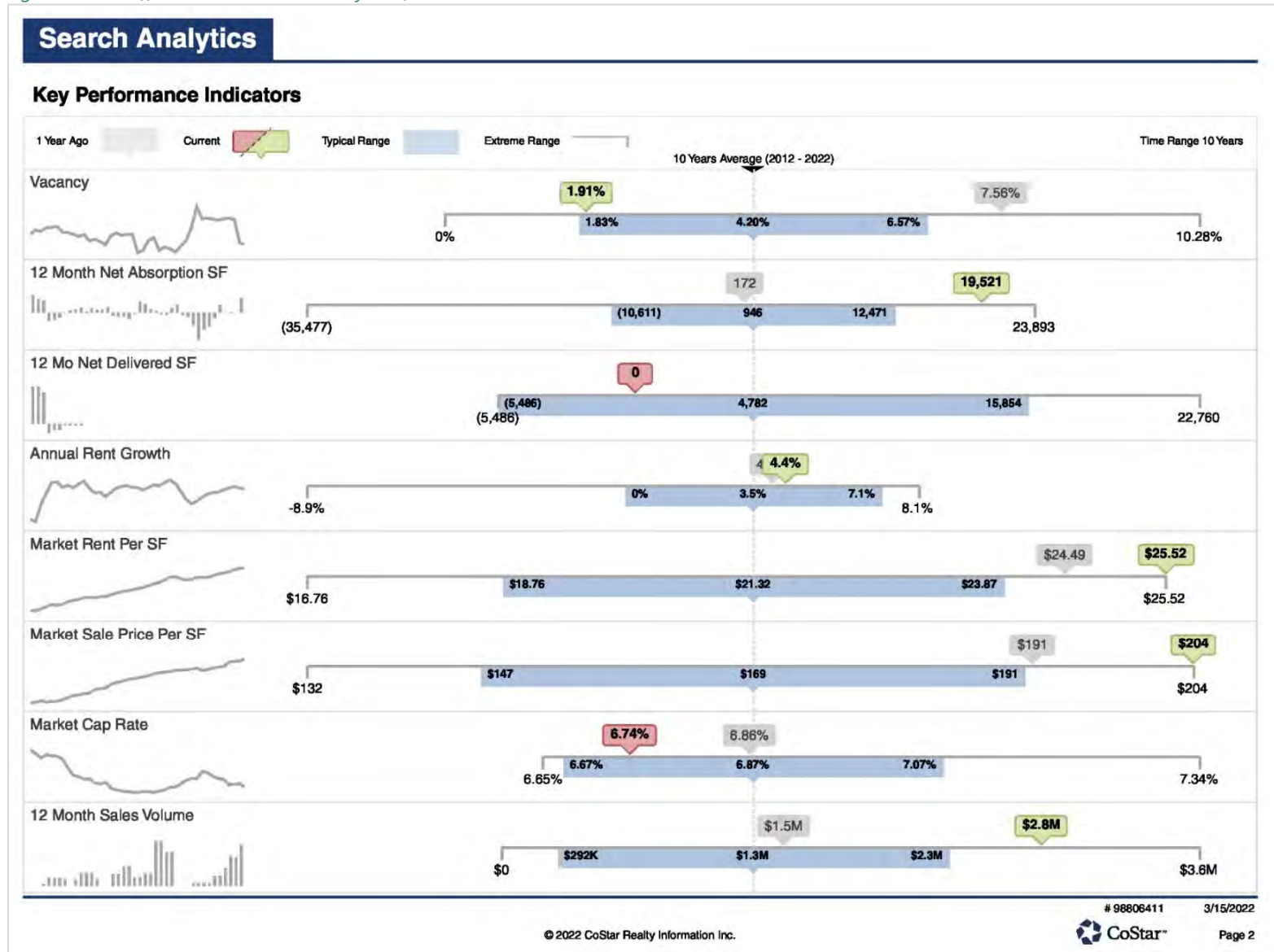


Figure 8.5-8 Office Business Sector Key Performance Indicators Within CRA



8.5.3 Industrial Business Sector

This business sector includes the following types of businesses by NAICS coding.

- ◆ Utilities
- ◆ Construction
- ◆ Manufacturing
- ◆ Motor Vehicle/Parts Dealers
- ◆ Automotive Repair & Maintenance

Figure 8.5-9 Industrial Business Locations



Legend

- Dania Beach City Limits
- Dania Beach CRA

Number of Employees

Employ_Incl

0 - 25
26 - 50
51 - 100
101 - 250
251 - 500
501 - 1000
1001 - 2500
2501 - 5000
5001 - 7500
7501 - 10000

Figure 8.5-11 Industrial Business Sector Key Metrics Within CRA

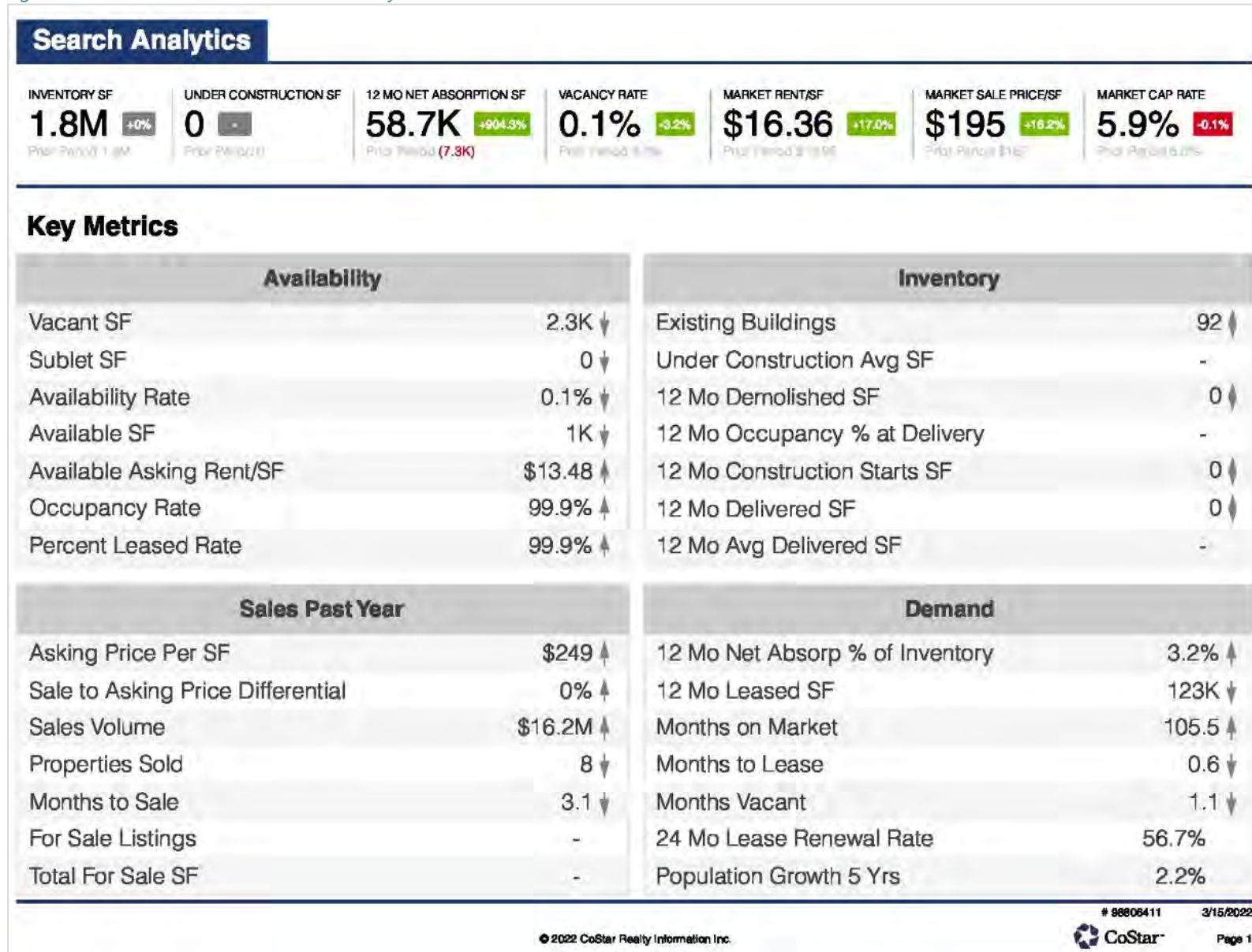
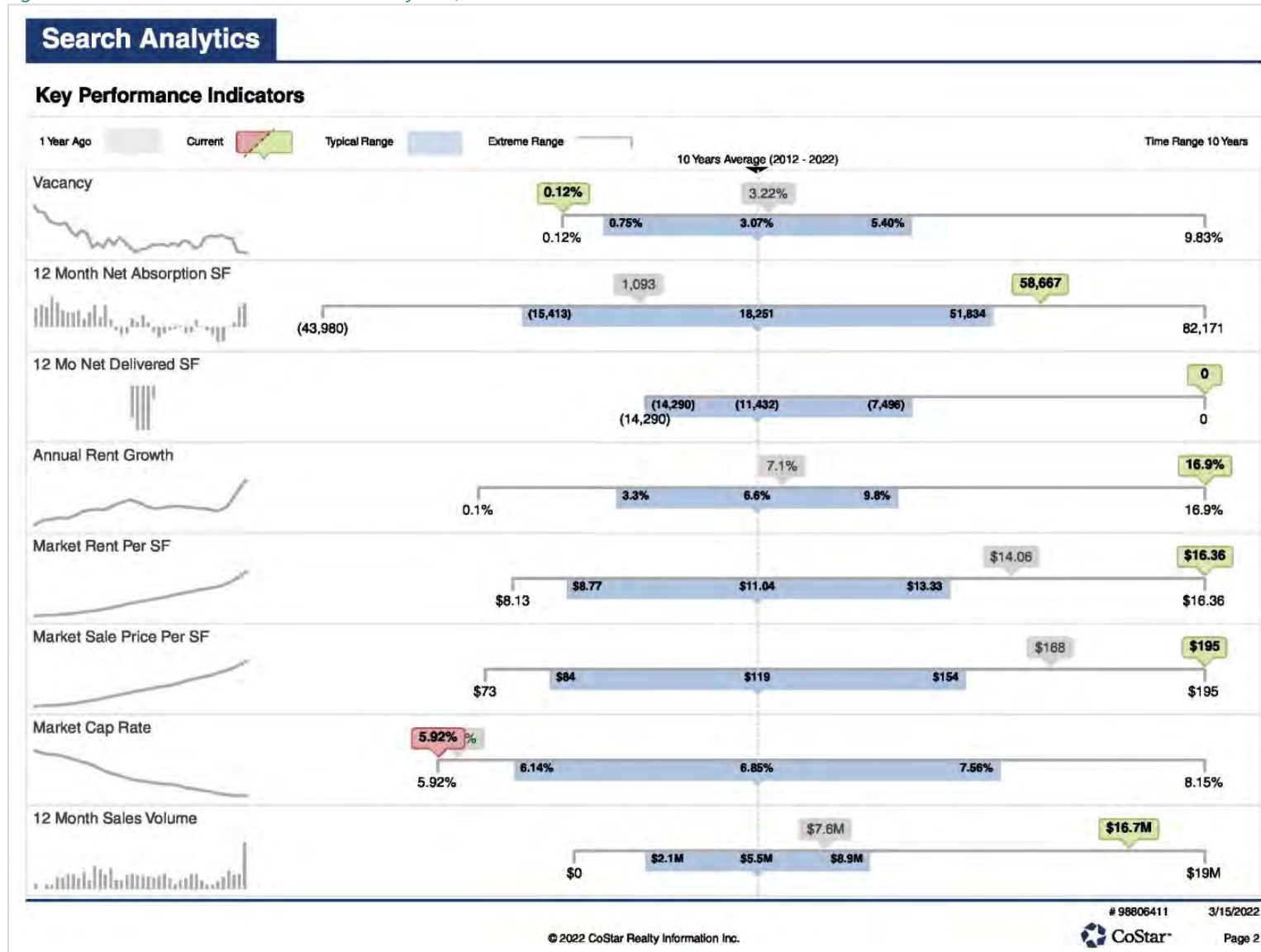


Figure 8.5-12 Industrial Business Sector Key Performance Indicators Within CRA



8.5.4 Hospitality

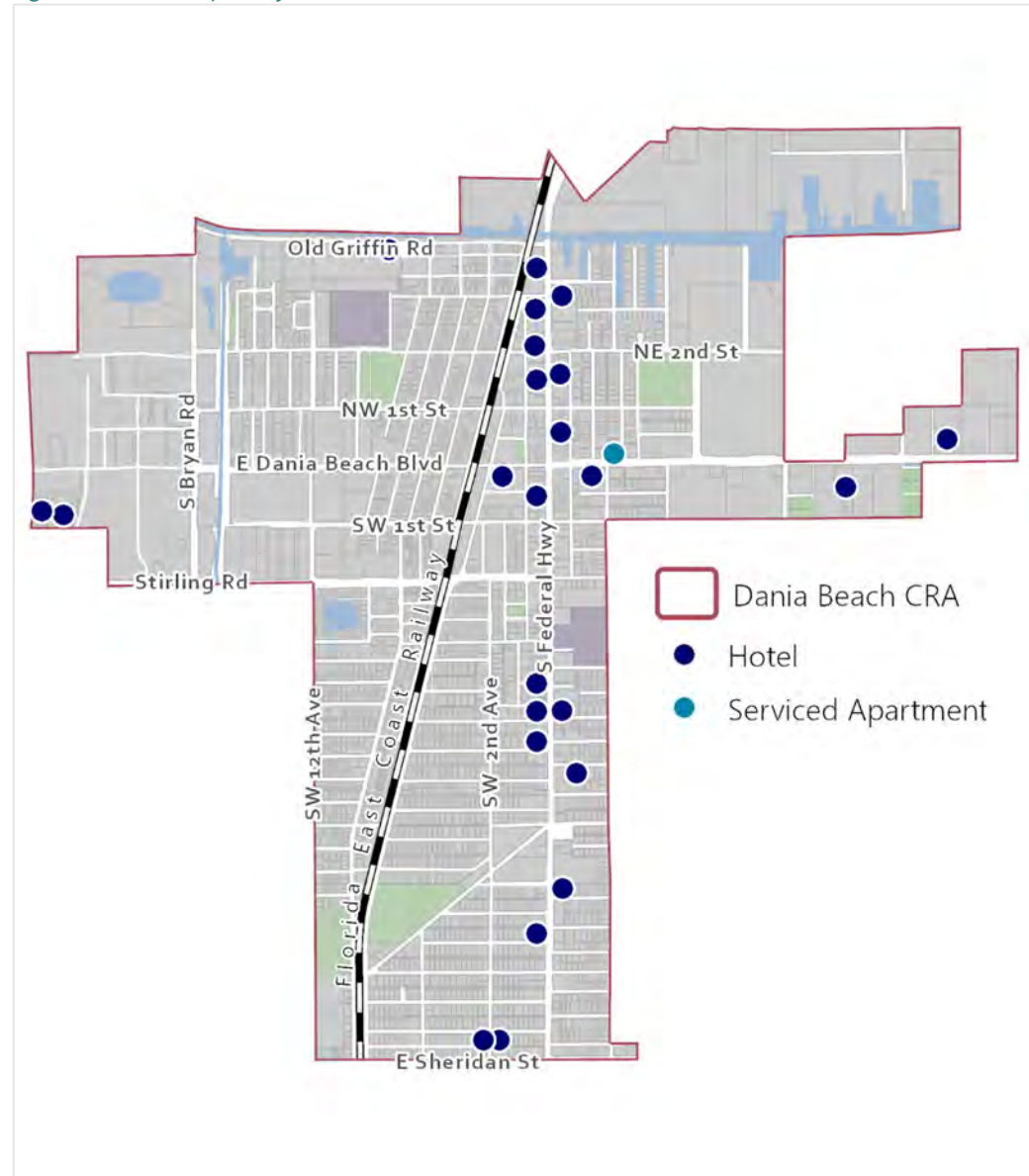
This business sector includes the following types of businesses by NAICS coding.

- ◆ Hotels, Motels, and other Lodging Services
- ◆ Corporate Apartments and Short-Term Rentals (STR)

Figure 8.5-13 AC Marriott Hotel at Dania Pointe



Figure 8.5-14 Hospitality Business Locations



Legend

- Dania Beach City Limits
- Dania Beach CRA

Number of Employees

Employ_Oth

- 0 - 25
- 26 - 50
- 51 - 100
- 101 - 250
- 251 - 500
- 501 - 1000
- 1001 - 2500
- 2501 - 5000
- 5001 - 7500
- 7501 - 10000

Figure 8.5-16 Hospitality Business Sector Key Metrics Within CRA

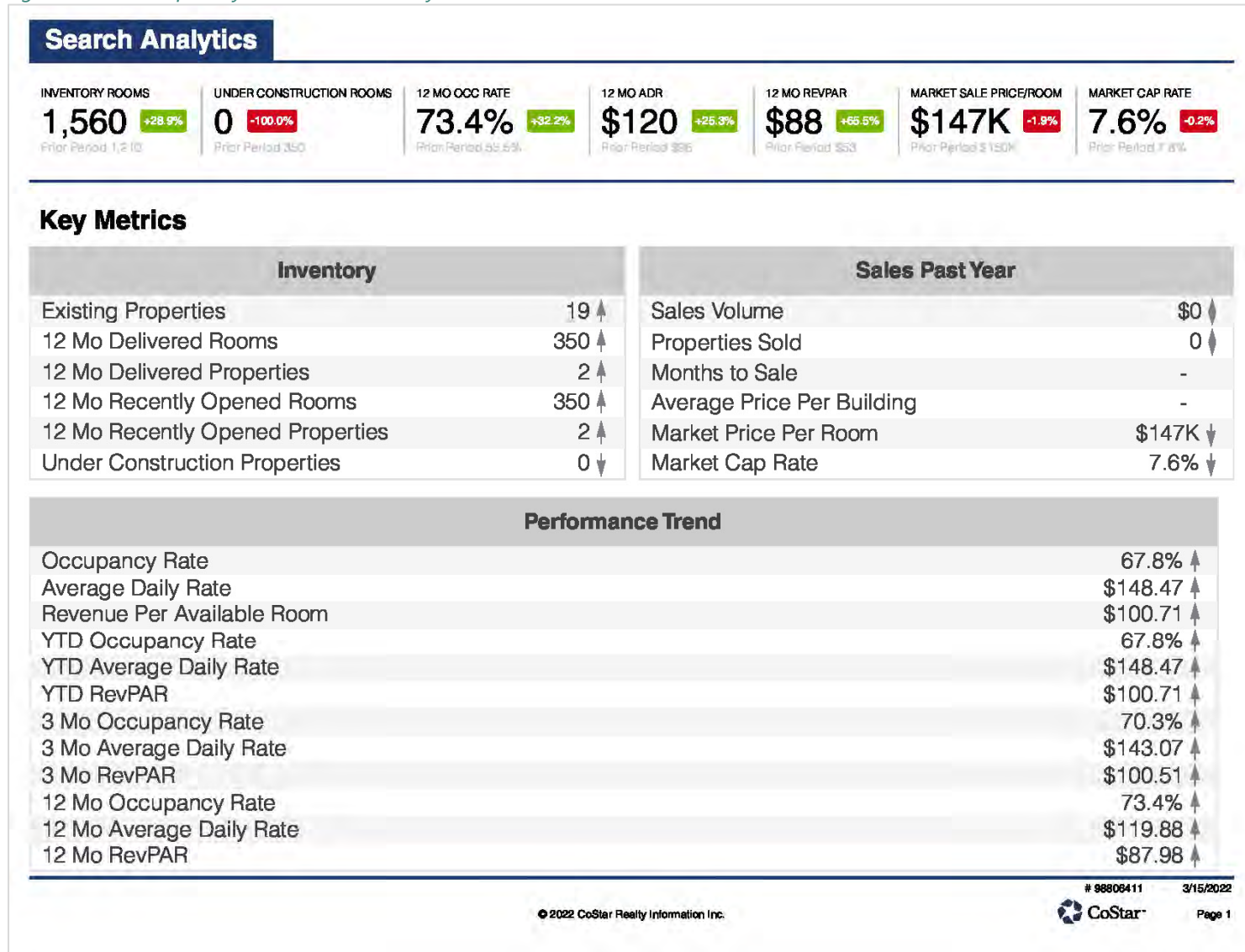
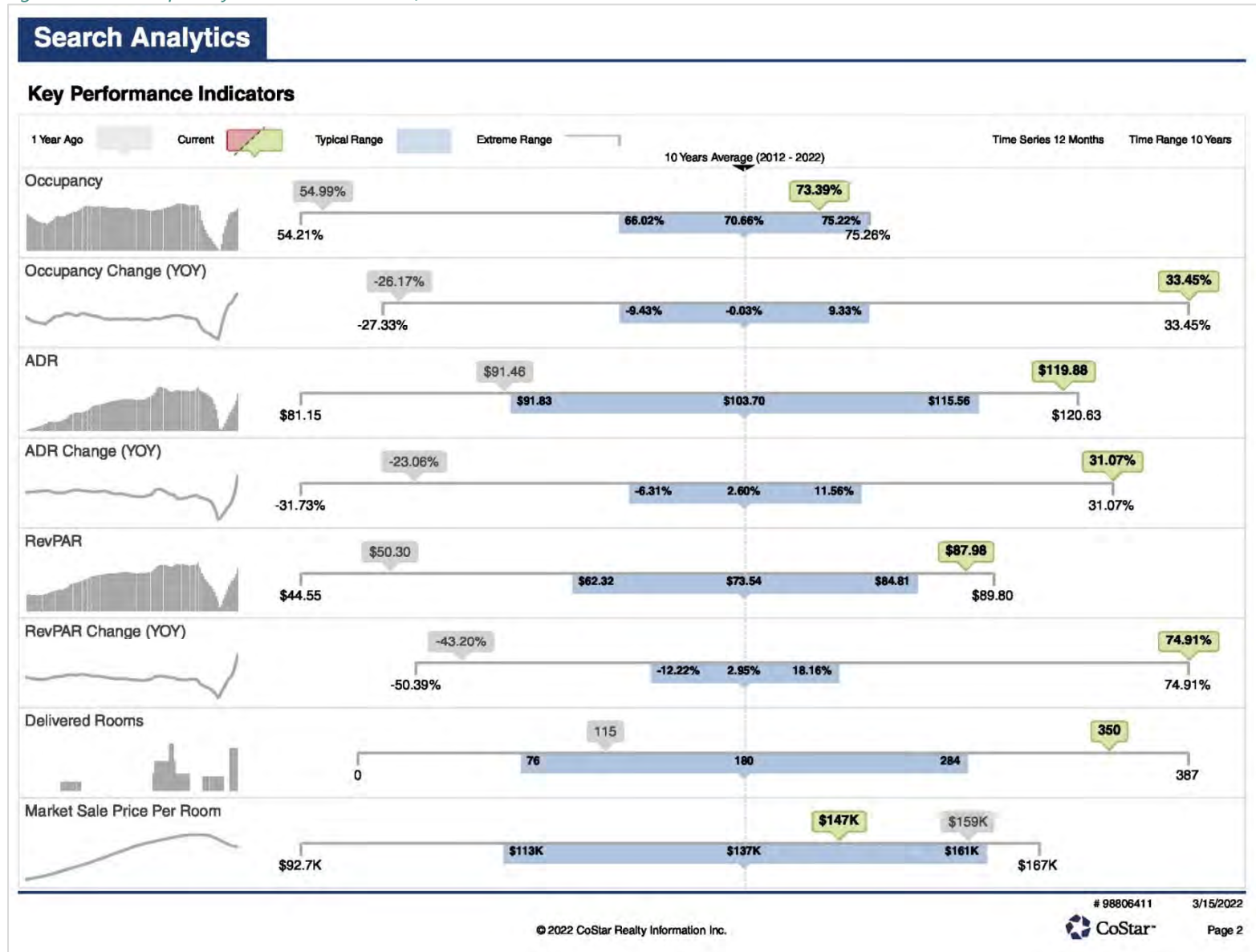


Figure 8.5-17 Hospitality Business Sector Performance Indicators Within CRA



8.5.5 Multi-Family

This business sector includes the following types of businesses by NAICS coding.

- ◆ Unspecified
- ◆ Market Rate
- ◆ Market/Affordable Rate
- ◆ Affordable Rate

Figure 8.5-18 Multi-Family Business Locations

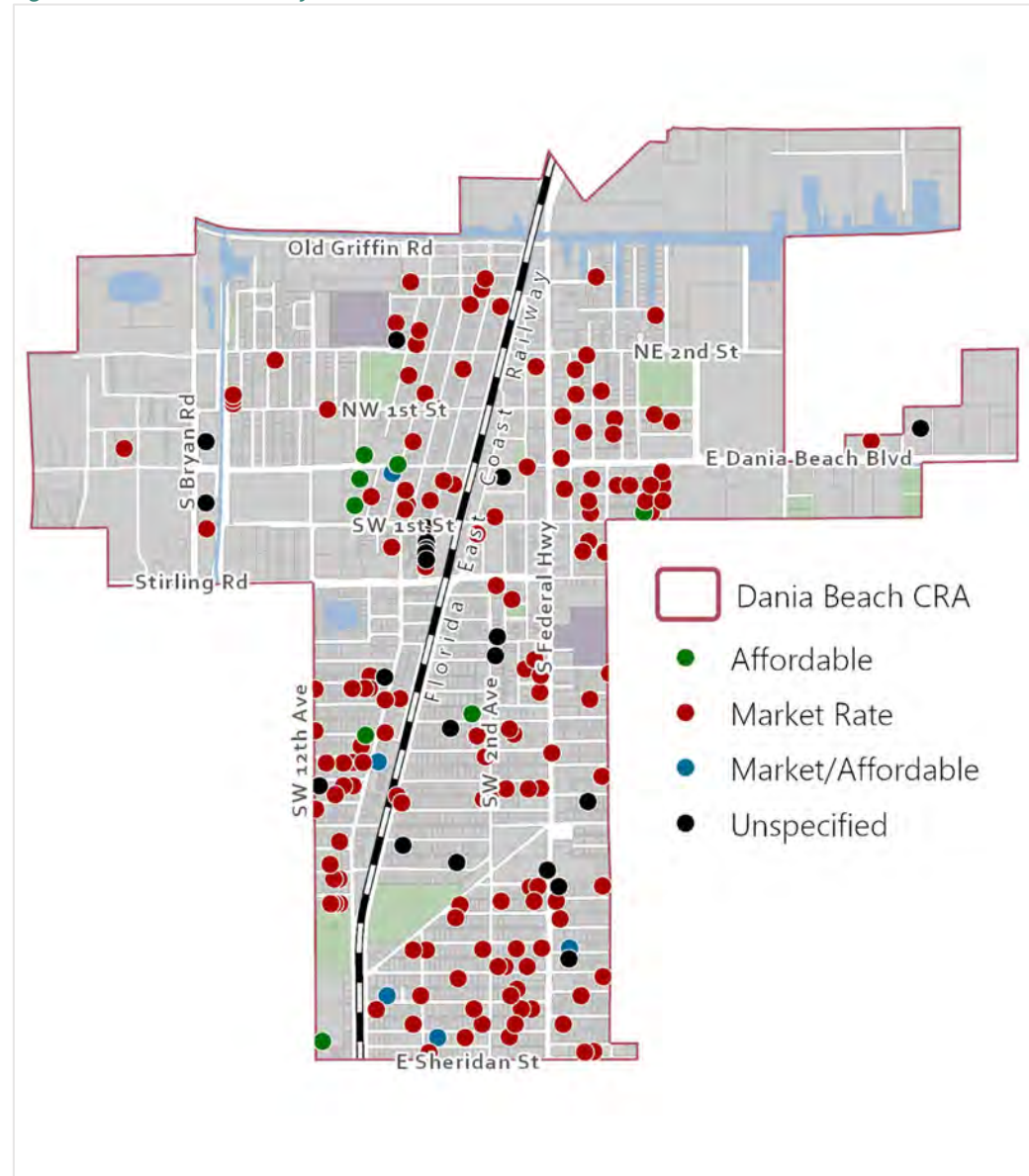


Figure 8.5-19 Multi-Family Business Sector Key Metrics Within CRA

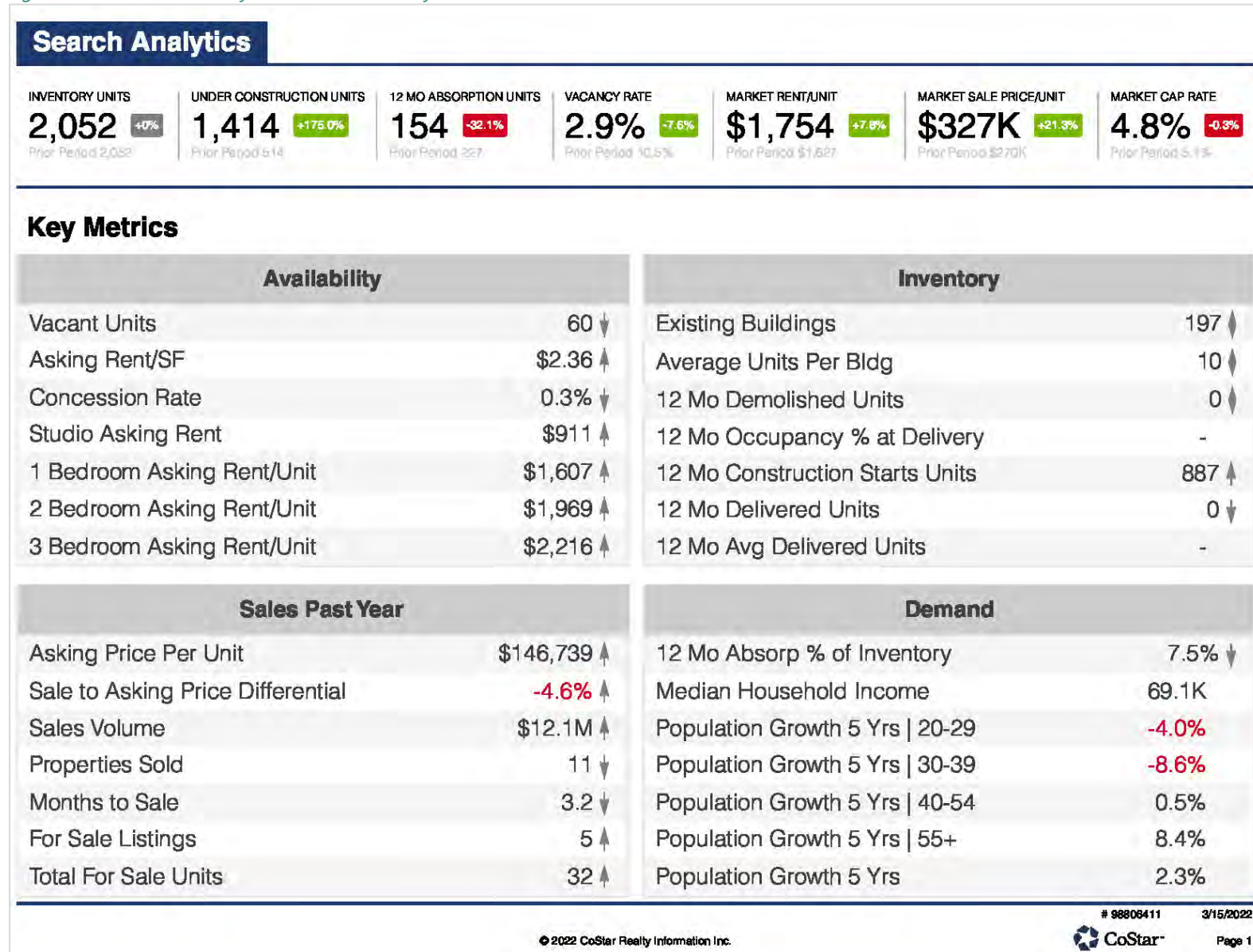
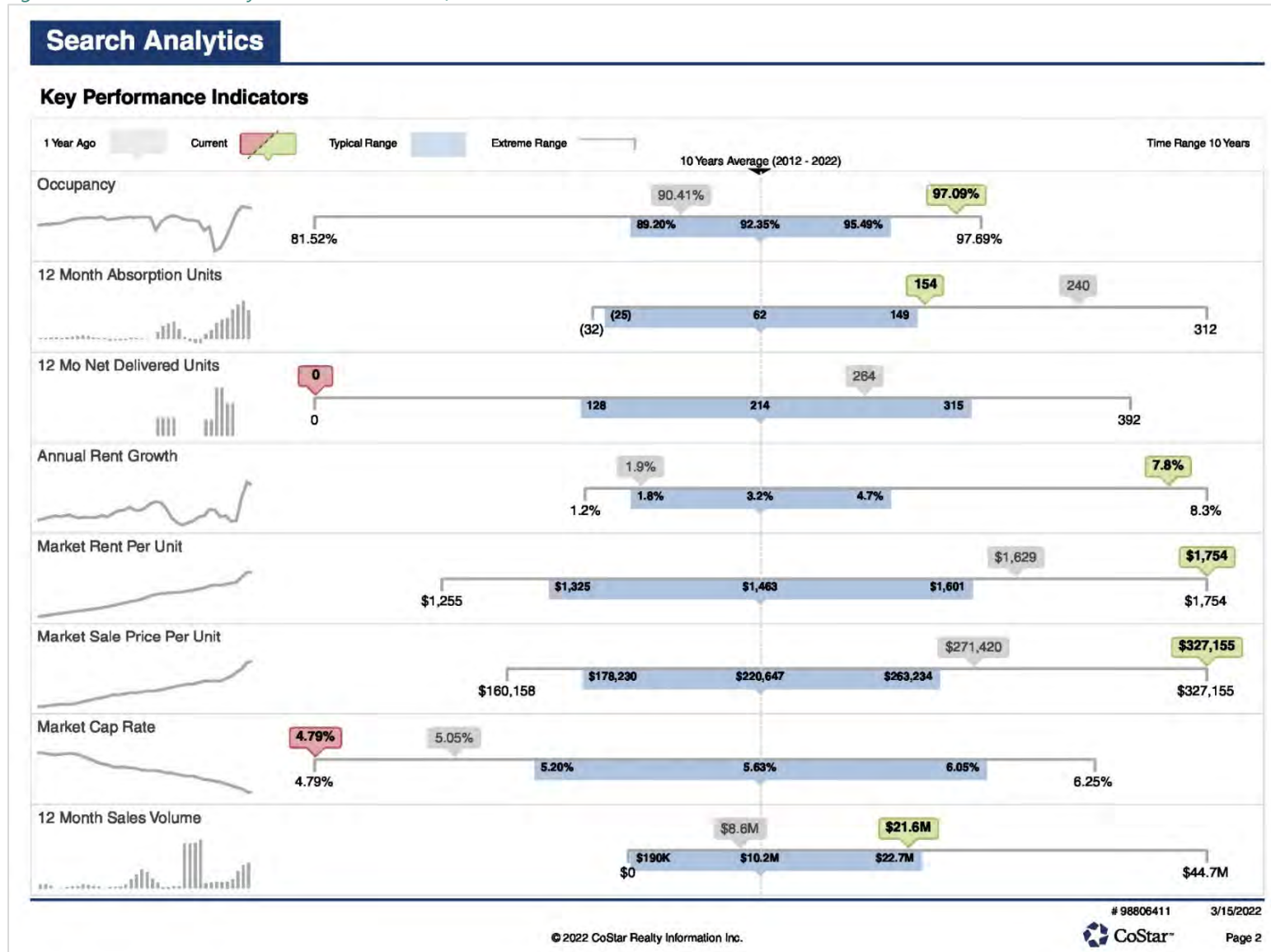


Figure 8.5-20 Multi-Family Business Sector Performance Indicators Within CRA



8.6 Market Demand Analysis

The CRA continues to promote private redevelopment investment through direct and indirect economic development activities. Business improvement grants, business academy training, strategic partnerships, capital projects, and infrastructure improvements have attracted developers that are changing the perception of the community. The private investment within Dania Pointe alone will deliver 1M SF of Retail, 1M SF of Office, 350 Rooms Hotel, and 1,400 Residential Units. This development will dramatically improve the availability and quality of space.

Available space is currently limited in all three main industrial business sectors.

8.6.1 Retail Business Sector

There are currently 174 properties accounting for 1,600,000 SF of retail use within the CRA. Of that total, 159,000 SF is vacant, and 169,000 SF is available for lease. Occupancy has decreased, pushing lease rates higher at \$25.62 per SF. The average retail property was constructed in 1971. Forecasts for both vacancy rates are increasing, and occupancy rates are decreasing through 2026.

8.6.2 Office Business Sector

There are currently 69 properties accounting for 349,000 SF within the CRA. Of that total, 6,700 SF is vacant, and 11,000 SF is available for lease. Occupancy has decreased, pushing lease rates higher at \$25.52 per SF. The average office property was constructed in 1965. Forecasts for both vacancy rate and availability rates are seen to remain stable through 2026. The forecast for market growth is declining through 2026.

8.6.3 Industrial Business Sector

There are currently 95 industrial properties accounting for 1,800,000 SF within the CRA. Of that total, 2,300 SF is vacant, and 1,000 SF is available for lease. Occupancy has decreased, pushing lease rates higher at \$16.36 per SF. The average industrial property was constructed in 1979. Forecasts for both vacancy rate and occupancy rates remaining stable through 2026.

Table 8.6-1 CRA Business Sector Composite Table

Land Use	Existing (SF)	Vacant (SF)	Vacancy (%)	Available (SF)	Availability Rate (%)	Rate (\$/SF)	Proposed (SF)
Retail	1,600,000	159,000	10.1%	169,000	10.8%	\$25.62	74,000
Office	349,000	6,700	1.9%	11,000	3.2%	\$25.52	821,000
Industrial	1,800,000	2,300	0.1%	1,000	0.1%	\$16.36	-

Source: CoStar Realty Information, March 15, 2022

8.7 Potential Industry Sectors

Dania Beach has several industry employment clusters that align with county and regional initiatives. A coordinated approach benefits Dania Beach in attracting and retaining existing businesses, assisting their growth, and recruiting aligned industries. Continued annual business surveys should be undertaken to increase the understanding of local business needs and CRA assistance that can be provided.

The key industry sectors that aligned with current and envisioned business sector properties should be supported through local business incentive programs, including:

- ◆ **Technology** – Research, development, or distribution of technologically based goods and services. Dania Beach's local industry encompasses businesses engaged in the following sectors: digital media, logistics, data centers, back office support, simulation, mobile applications, and tourism.
- ◆ **Global Logistics** – Trade and transport, inventory management, purchasing, warehousing, transportation, distribution, consulting, and services by airway, railway, roadway, or waterway. Dania Beach has a strategic location with access to air, sea, and data connections.
- ◆ **Aviation & Aerospace** – Includes sales of equipment and related services by entities that produce commercial aircraft, undertake aircraft maintenance, repair, and overhaul services, and produce support and auxiliary equipment, such as radar, air traffic control towers, and satellites for civilian purposes. Dania Beach benefits from its proximity to Fort Lauderdale International Airport, rail and sea, as well as Spirit Airlines corporate headquarters.
- ◆ **Headquarter Operations** – Includes administrative and back-off operations on a local, regional, or national scale. The delivery of new best-in-class non-residential development permits Dania Beach to compete at better price points than other locations in the MSA.
- ◆ **Marine Industries** – Includes activities such as the construction, maintenance, repair, and design of recreational and commercial vessels and services related to marinas, storage/dockage facilities, training centers, and scientific research. Access to the Dania Cutoff Canal and proximity to Port Everglades affords Dania Beach strategic assets.
- ◆ **Life Sciences** – Includes commercial research and testing, biopharmaceuticals, animal /agriculture bioscience, and medical instruments and devices. Continued future growth in the life sciences and healthcare sectors is an opportunity to increase higher-wage employment with affordable / workforce housing options.

Figure 8.7-1 Dania Pointe Development



8.7.1 Technology Labor Market

The 2022 edition of the “Scoring Tech Talent” report published by the commercial real estate service and investment firm CBRE identifies the South Florida market as one of the fastest-improving tech talent job markets in the country. The report’s scoring methodology uses 13 metrics to assess the attractiveness of companies seeking tech talent and workers in the 50 largest metropolitan areas in the U.S. and Canada. The South Florida market jumped four places over the past year, bringing it to 33rd.

Tech Workforce

Data from the U.S. Bureau of Labor Statistics (BLS), displayed in **Table 8.7-1**, indicates that the region’s total tech occupations have grown 7.6% between 2016 and 2021, and tech wage growth has grown 15.9%. Most of the growth was seen in Computer & Information Systems Managers. Over the same period, total non-tech occupations fell by 5.9%.

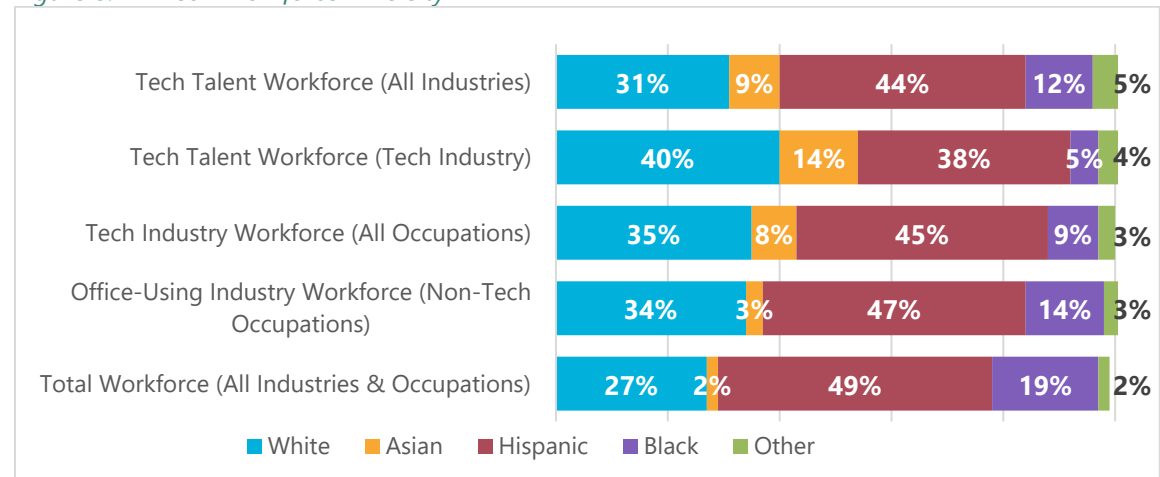
South Florida’s tech workforce is one of the most diverse in the country, with 60.1% of tech workers belonging to underrepresented racial and ethnic groups. Figure 8.7-2 displays the workforce diversity distribution among different occupations and industries.

Table 8.7-1 Tech Employment Breakdown

	Employed (2021)	5-Year Growth (2016-2021)	Average Wage (2021)	5-Year Growth (2016-2021)
Total Tech Occupations	66,660	7.6%	\$ 89,956	15.9%
Software Developers & Programmers	21,110	4.3%	\$ 94,726	15.3%
Computer Support, Database & Systems	30,690	-6.1%	\$ 93,996	35.0%
Computer & Information Systems Managers	6,060	71.7%	\$ 151,730	8.7%
Technology Engineering-Related	5,180	-6.2%	\$ 74,968	8.5%
Total Non-Tech Occupations	341,480	-5.9%	\$ 51,208	20.1%
Sales	37,100	-2.2%	\$ 79,578	19.4%
Administrative & Office Support	231,160	-11.0%	\$ 39,995	20.4%
Business Operations & Finance	51,120	8.7%	\$ 75,337	9.9%
Marketing	22,100	22.5%	\$ 65,060	8.7%

Source: “Scoring Tech Talent,” CBRE Research; U.S. Bureau of Labor Statistics (Metro Area), April 2022

Figure 8.7-2 Tech Workforce Diversity



Source: “Scoring Tech Talent,” CBRE Research; U.S. Census

Tech Talent & Education

South Florida is the most diverse market regarding tech degree graduates, with 70.9% of 2020 graduates being part of underrepresented racial and ethnic groups. This share is significantly higher than the next most diverse market, San Antonio, with 58.5% of its graduates belonging to underrepresented racial and ethnic groups. **Table 8.7-2** displays the breakdown of graduates by race, ethnicity, and field of study. The market is less diverse regarding gender, with only 24% of 2020 graduates identifying as female.

The market produced nearly three times more tech graduates than tech jobs between 2016 and 2020. This difference makes South Florida a net exporter of tech talent, resulting in a surplus of talent for firms looking to expand their workforce.

Table 8.7-2 Degree Completions by Race and Ethnicity (2020)

	Total	White	Asian	Hispanic	Black	Other
Computer Engineering	2,204	21%	7%	53%	17%	3%
Math/Statistics	360	36%	6%	44%	8%	5%
Other Tech Engineering	510	26%	5%	60%	6%	3%
Totals	3,074	22%	7%	53%	14%	3%

Source: "Scoring Tech Talent," CBRE Research; The National Center for Education Statistics, 2021

Table 8.7-3 Degree Completions by Gender (2020)

	Total	Growth 2016-2020	Male	Female
Computer Engineering	2,204	18%	79%	21%
Math/Statistics	360	132%	56%	44%
Other Tech Engineering	510	11%	77%	23%
Totals	3,074	24%	76%	24%

Source: "Scoring Tech Talent," CBRE Research; The National Center for Education Statistics, 2021

8.8 Goals, Objectives, and Strategies

Goal 8.1 – Support Local Business Retention and Targeted Industry Attraction

Objective 8.1.1 – Engage local targeted industry business owners in regular communications to identify critical locational issues

Potential Strategies

- 8.1.1.1 – Conduct regular local business owner surveys to identify key business retention and expansion issues.
- 8.1.1.2 – Maintain an active digital inventory of vacant properties and contacts to identify relocation opportunities.
- 8.1.1.3 – Participate in regional industry organizations that promote community attributes, reinforce existing and attract new businesses.
- 8.1.1.4 – Increase CRA economic development by assisting property owner and small business education that increases business activity, replacement of vacant properties, and enhancement of underutilized properties in the downtown district and Federal Highway corridor.
- 8.1.1.5 – Enhance downtown district and Federal Highway corridor through coordinated programs addressing property neglect, property enhancement, business education, workforce training, and reduction of homelessness.

Benchmarks

The Dania Beach CRA should collect, review, and publish data annually on the status of strategies and success or realignment as needed. The following are potential benchmarks where annual datasets exist, and baseline comparisons can be tracked to measure the annual change in conditions.

- ◆ Employment by targeted sector
- ◆ Total employment
- ◆ Average employee weekly or annual compensation
- ◆ Educational requirements by targeted sector
- ◆ Percent of area employed in the district
- ◆ Unemployment rate

Conclusion

Redevelopment Plan Update

Chapter 09



9. Conclusion

9.1 Identify, Evaluate and Prioritize Projects

The Dania Beach CRA has the responsibility to plan, update, fund, and implement multiple activities related to the CRA Plan. See Appendix J for Governance controlling the CRA's actions and requirements.

The following table includes projects that have been identified in prior CRA Plan analyses and are based on the public comments received during the planning process. The projects are based on the current CRA work program and possible extension to include an approach to implement the identified strategy recommendations.

The Dania Beach CRA doesn't have a dedicated TIF funding stream that can be projected and aligned with a future work program. The City's annual budgeting process cooperatively establishes the CRA's next year's budget. Currently, the number of funds allocated to the CRA is less than what would be generated by a TIF if one were established. As such, future CRA work program projects/tasks are unfunded. Future identification and agreement to future CRA 5-year funding plan should occur to support and align with both the City and CRA work programs.

9.1.1 Implementation Plan

The following project work plan information will require further review and discussion to create a preliminary Capital Improvement Program (CIP) budget that is based upon CRA and community priorities and the estimated base year, plus a 5-year CIP finance budget. The Preliminary Estimated Cost Range is provided to begin a conversation on budget requirements and prioritization. Alternative funding sources are being considered and, if approved by the CRA, may be included in future annual budgets.

When considering providing an incentive, the CRA will consider the following questions:

- ◆ Is the proposed incentive compliant with federal, state, and local laws?
- ◆ Is the proposed incentive aligned with the Goals and Principles of the Dania Beach CRA Redevelopment Plan?
- ◆ What is the expected return on investment from a financial and public benefit perspective?

A table of improvement and support projects and programs has been created for the draft CRA Plan. The table includes a brief description of the Project/Action, the project lead, the total cost, the funding source, and the estimated priority. The following table summarizes the total public investment in plan implementation identified at the time of CRA Plan publication. It may be added to in subsequent years through annual updates and funding of the CIP.

Table 9.1-1 Project / Action, Estimated Costs, and Priorities

Project / Action Title	Project Lead	Estimated Costs (\$)¹	Priority²		
			Short (1-2 Years)	Mid (2-4 Years)	Long (4+ Years)
Federal Highway Public Realm Enhancements Evaluate and complete a preliminary design for FDOT review of placemaking sign elements and wayfinding signage in the City Center and Arts, Entertainment & Innovation District limits.	CRA	\$25,000	X		
NW and SW 1st Street Enhancements Redesign and construct a Complete Street with increased pedestrian emphasis. Include public art installation locations. Modify land development code requirements to promote dual building frontages and midblock pedestrian connections.	CRA	\$1,500,000		X	
CRA Website Enhancements Improve and maintain the website to increase public communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.	CRA	\$30,000	X		
Business Academy Support Continue to support small business management education and training within the program.	CRA	\$6,900	X		

Commercial Façade Grant Program Continue to support and streamline the grant program to promote curb appeal enhancements along Federal Highway. Consider program expansion that incentivizes property owner actions and supports existing small business tenants in enhancements along Federal Highway.	CRA	\$100,000			X
At Home Dania Beach Program Continue to support and consider expansion of the CRA-led development of low-income affordable single-family homes program through the First Time Homebuyer Program and Residential Revitalization Programs. Investigate the feasibility of the development of low-income affordable multi-family and workforce housing through this program. This investigation should include a return on investment comparison of the benefits and efficiencies of creating multi-family housing versus single-family detached housing.	CRA	\$120,000	X		
Project Arts, Entertainment & Innovation District Evaluate code and plan revisions, public realm improvements, and use of non-residential improvement grants (e.g., paint, landscape, etc.) to support improvements and branding of the district.	CRA	\$225,600		X	
Special Events and Festivals Continue to support the CRA-led events that activate the City Center sub-area.	CRA	\$105,600			X
Non-Residential Improvement Program Establish new minor improvement (e.g., paint, landscape, etc.) program for existing small business building frontage enhancements along Federal Highway.	CRA	\$100,000	X		

The PATCH Master Plan Implementation Implement master plan elements by resolving land ownership through improvement relocation or easements, installing ADA sidewalks, and increasing program delivery.	CRA	\$75,000		X	
Workforce Training Program Identify secondary and higher education providers to partner on aligned local business employment skills programs.	CRA	\$10,000	X		
Target Industry Inquiry Establish a local business inventory, conduct outreach and annual electronic business surveys to identify market conditions, and determine critical needs of local business leaders.	CRA	\$5,000		X	

Note(s):

¹ - The initial preliminary costs are estimates only and subject to change with final staff program development, elected official prioritization and budgeting.

² - The initial preliminary short term priority listing are subject to change with final staff program development, elected official prioritization and budgeting.

Appendices

- a. Legal Description
- b. City Administration Meeting Presentation
- c. Public Community Workshop Presentation
- d. PATCH Plans
- e. Federal Highway Traffic Signal Wrap Concepts
- f. ESRI Business Analyst Charts
- g. CoStar Charts
- h. TIF Projections
- i. Previous CRA Plan's Goals, Objectives, and Strategies
- j. Governance

CITY OF DANIA BEACH

Agenda Request Item

Type of Request:

Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)

ADOPT RESOLUTION FOR THE INSERTION OF A TWO-PAGE BRAND STORY IN THE LIVABILITY GREATER FORT LAUDERDALE 2023-2024 MAGAZINE SPONSORED BY THE GREATER FORT LAUDERDALE ALLIANCE ("GFLA") AND A BUDGET AMENDMENT FOR THE ASSOCIATED COSTS

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo Greater Ft Lauderdale Alliance Livability 031423, R-2023-CRA-006 Insertion of a Two-Page Brand Story in the Livability Greater Fort Lauderdale 2023-2024 Magazine, Contract for Insertion of a Two-Page Brand Story in the Livability Greater Fort Lauderdale 2023-2024 Magazine Exhibit A, Live FTL 2023 Media Kit, GFLA Live 2022

MEMORANDUM

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

From: Michael Chen, Executive Director

Date: March 14, 2023

Re: **LIVABILITY GREATER FORT LAUDERDALE 2023-2024 3rd EDITION**

Background: The Greater Ft Lauderdale Alliance collaborates with and endorses Journal Communications - Livability Media to publish the Livability Greater Ft Lauderdale 2023-2024 3rd Edition magazine. Livability Media is a nationally recognized authority on America's residential markets, offering an impressive reach, high-quality communications and targeted messaging to our key audiences. The Alliance, distributes the Livability magazine to all of the corporate relocation prospects they meet and posts it on their website. Therefore, the publication reaches our specific target audience, including key industry executives, corporate real estate professionals, relocation prospects, financial intuitions, and talent recruitment prospects with our brand identity (copy of the Livability 2023 Media Kit is attached).

The CRA participated in the Livability Greater Fort Lauderdale 2022-2023 2nd Edition magazine with a 2-page Brand Story (copy of the published story attached). Our story has had 16,345 pageviews since published October 10, 2022. This does not include the hard copy distributions of the magazine by the Alliance and the CRA.

Financial Impact: The cost of our 2-page Brand Story in Livability Greater Ft Lauderdale 2023-2024 3rd Edition magazine is Eleven Thousand, Five Hundred Twenty Dollars (\$11,520.00). The fiscal year 2022-232 CRA budget does not provide for this initiative, so the funding will be transferred from the proceeds of the CRA-owned duplex sale.

Recommendation: It is recommended that the CRA Board approve the contract for our 2-page Brand Story in Livability Greater Ft Lauderdale 2023-2024 3rd Edition magazine, attached.

Attached: Journal Communications Contract
Livability 2023 Media Kit
CRA 2-page Brand Story Livability Greater Ft Lauderdale 2022-2023

RESOLUTION NO. 2023-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY ("CRA") OF THE CITY OF DANIA BEACH, FLORIDA, FOR THE INSERTION OF A TWO-PAGE BRAND STORY IN THE LIVABILITY GREATER FORT LAUDERDALE 2023-2024 MAGAZINE SPONSORED BY THE GREATER FORT LAUDERDALE ALLIANCE ("GFLA") AND A BUDGET AMENDMENT FOR THE ASSOCIATED COSTS; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the GFLA is the primary economic development organization for the Greater Fort Lauderdale/Broward County area; and

WHEREAS, the GFLA is collaborating with Journal Communications/Livability Media to publish the Livability Greater Fort Lauderdale 2023-2024 3rd Edition magazine; and

WHEREAS, Livability Media is a nationally recognized authority on America's residential markets, offering an impressive reach, high-quality communications and targeted messaging to our key audiences; and

WHEREAS, the target audience of Livability Greater Fort Lauderdale includes key industry executives, corporate real estate professionals, relocation prospects, financial intuitions, and talent recruitment prospects; and

WHEREAS, the City of Dania Beach and the CRA wish to establish its brand identity as a desirable business destination, and

WHEREAS, Livability Media offers a two-page "Brand Story" insertion package in the Livability Greater Fort Lauderdale 2023-2024 3rd Edition publication; and

WHEREAS, Livability Media provides media specialists and writers as part of its "Brand Story" insertion package to assist the City and the CRA with the creation of our brand identity;

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 execution of the Agreement to insert a two-page "Brand Story" in the Livability Greater Fort Lauderdale 2023-2024 3rd Edition magazine, 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 of the initiative is Eleven Thousand Five Hundred Twenty Dollars (\$11,520.00) and was not contemplated in the fiscal year 2022-23 adopted CRA budget; therefore, funding will be provided by the proceeds of the recent sale of CRA-owned duplex.

Section 4. That the CRA Executive Director and CRA Attorney are authorized to make minor revisions to the Agreement as are deemed necessary and proper for the best interests of the City and 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 March 14, 2023.

ATTEST:

ELORA RIERA, MMC
CRA CLERK

ARCHIBALD J. RYAN IV
CRA BOARD CHAIR

APPROVED AS TO FORM AND CORRECTNESS:

EVE A. BOUTSIS
CRA ATTORNEY

**EXHIBIT “A”
AGREEMENT**

Advertiser (Bill To):
Michael Chen
Dania Beach Community Redevelopment Agency
 100 W. Dania Beach Blvd.
 Dania Beach, FL 33004
 954-924-6801 | mchen@daniabeachfl.gov

 Agency :
No Contact

 Sales Rep(s)
(183) Matt McWhorter
 mmcwhorter@livmedia.com

Publication: Greater Fort Lauderdale
Contract Status: Proposed-Sent Out

Billing Email: NONE

Contract Description: Insertion Order for Two Page Spread Brand Story (450 word count) in both print and digital magazine. Both Dania Beach CRA & City of Dania Beach (extra listing) will have Advertiser Index Listing in both print and digital magazine. Website linking Medium Rectangle online ad rotating on the "home page" and content pages of Greater Fort Lauderdale Livability City page websites. Sponsored box with your organization name & brand story title on Greater Fort Lauderdale Livability Cities Pages "landing page" with link to your online Brand Story advertorial. Services & products include; A Brand story specialist will collaborate on story idea, professional interviewing & writing of story, professional design & layout and a .pdf file of your brand story. 100 magazines will be shipped to Mr. Chen office shortly after the projected print and digital publication date is Oct. 1st 2023.

PRINT

Pub / IO #	Issue	Onsale Date	Position	Description
0883 / 114693	02		BRANDSTORY : Brand Story	Brand Story, 2 Full Pages Premium
Ad Close Date : 04/01/2022				
Item : 100 Complimentary Copies will be shipped to Mr. Chen's office address				
Headline :				
Special Instructions : client to submit photos upon request.				

WEB

Property / IO #	Flight Dates	Onsale Date	Position	Description
0883 / 114691	09/30/2022 to 09/29/2023			Online, Additional Advertiser Listing
Item : City of Dania Beach extra advertiser listing Web-Disc-CompApprove				
Headline : City of Dania Beach				
Special Instructions : Additional Advertiser Listing for City of Dania Beach - link to daniabeachfl.gov				
0883 / 114692	10/02/2023 to 10/01/2024			Online, Medium Rectangle
Headline :				
Special Instructions : Repeat V2 ad as is.				

Special Instructions

Total Summary

Space :	\$11,660.00
ADJ / DISC :	\$-140.00
Agency DISC :	\$0.00
Sales Tax :	\$0.00
Contract NET :	\$11,520.00

PLEASE NOTE OUR ADDRESS HAS CHANGED

Advertisement Terms

TERMS

NET 30 DAYS FROM DATE OF INVOICE. Rates are net unless otherwise indicated. Finance charge at a MONTHLY RATE of 1.5% is added to contracted balance if unpaid for 30 days. This is an annual percentage rate of 18%.

Credit Card Processing Fee

All payments processed by a credit card will have a 3% processing fee added to the balance.

CONDITIONS

This is an order and authorization to secure advertising space with Journal Communications Inc.

In the event the Advertiser or Agency needs to cancel the contracted advertising space, the Advertiser or Agency is required to submit written notice of cancellation within 7 days of contract, via certified mail, to Publisher.

In the event the Advertiser or Agency fails to adhere to the deadline for submitting ad materials as stated, Publisher will run a previous ad or run the Advertiser's name and address in the space committed for the ad.

Publisher reserves the right to hold the Agency and/or Advertiser jointly and severally responsible for monies due and payable to Publisher. It is further agreed that the Agency and/or Advertiser will pay a reasonable collection/ attorney's fee in the event that it is necessary to place this account in the hands of a collection agency/attorney for collection for any reason. Venue for any disputes arising hereunder shall be at **Williamson County, Tennessee. Tennessee Law** shall govern all provisions of this contract. The Agency agrees that it is acting for its disclosed principal, the Client, and as such binds itself and the Client to the terms and conditions of this contract. Agency shall be liable for payment of sums due hereunder. **Broward County, Florida. Florida Law....MBM Approved revision**

Publisher may look to either Agency or Advertiser for payment. Payment by Advertiser to Agency does not alleviate obligation of Advertiser to Publisher for payment in full. The Publisher is not responsible for any errors in type set by the Publisher for advertisements that have been proofed and approved by the Advertiser or its Agency.

PROOFING POLICY

A PDF color proof will be emailed for approval prior to publication for all original ads. Changes requested by the Advertiser and/or Agency on this proof will be provided at no charge, and a second proof will be emailed if requested. ***Any changes requested by the Advertiser subsequent to the second proof will be billed for production time at an hourly rate (minimum \$50).***

Journal Communications Inc. does not provide a proof for ads submitted digitally or as film. Ad content subject to Publisher's approval. It is understood the Advertiser and/or Agency has approved the material prior to its receipt. Publisher will conclude that the files are set up as Advertiser and/or Agency intends them to be produced and we will output the ad as supplied. Publisher is not responsible for the final quality of the ad. If there is a pre-press problem with the submitted digital file, any extra charges incurred will be billed to the Advertiser and/or Agency with a detailed explanation of the problem.

Production Specifications

SUBMITTING A DIGITAL AD

For submitted digital files, our free services include checking Advertiser- and/or Agency-submitted files to ensure they meet our specifications for magazine printing. Journal Communications is not responsible for enhancing your digital files, resizing to match ad space purchased or proofreading for spelling and grammatical errors. The quality of submitted digital files is the responsibility of the submitter.

If files deviate from the size or specifications on the Digital Submission form, the files will be rejected and must be resubmitted. Please proof your ad carefully before submission. Resubmitted files will be subject to a \$50 processing fee. We do not provide a proof for ads we did not produce. It is understood that the files are set up as the Advertiser intended and were approved prior to submission to Journal Communications Inc. Any extra charges incurred by Journal Communications Inc. due to problems with supplied files will be billed to the Advertiser with a detailed explanation of the problem.

ORIGINAL ADS

Journal Communications Inc. can assist in producing an original ad. Advertiser and/or Agency should provide a basic layout with all necessary materials to produce ad. The advertising salesperson will assist in this process. Journal's Ad Production division provides basic typesetting and design services for original ads free of charge. **These do not include services that an advertising agency would provide.** Journal Communications free basic typesetting and design services include:

- Typing customer-provided text
- Choosing a visually pleasing, professional font
- Placing logo and/or photos in provided layout.

Custom production work, such as cleaning up rough logos, resetting logos, drawing maps and outlining photos, can be performed at an extra charge. Custom work is billed at \$75/hour.

Custom photo work, such as feathering, fading or custom edging, can be performed at a fixed rate per photo. *Please note: All charges/rates listed are subject to change.*

FORMATTED ADS

- If ads produced by the Publisher are formatted in the style approved by the magazine client.
- Visit ads.jnlcom.com for specifications and submission guidelines.
- A low res color PDF proof will be emailed prior to publication.
- Custom production work available at an hourly rate of \$75/hour.

Please note: All charges/rates listed are subject to change.

ONLINE ADS

Visit livmedia.com/ads for submission guidelines.

LISTING ENHANCEMENTS

For enhancements that include a logo, new logos must be submitted by the materials deadline on the contract. Logos that are not received by the deadline will receive a standard logo to be determined by the Publisher.

I, _____, hereby authorize, and agree to all terms and conditions of, this contract.



HOW AMERICANS WORK AND PLAY – AND WHERE THEY CHOOSE TO LIVE – HAS CHANGED FOREVER. HOW WE ADDRESS THESE CHANGES NOW WILL AFFECT GREATER FORT LAUDERDALE FOR YEARS TO COME.

We face a unique opportunity to attract the new generation of residents and visitors to our region. That's why the Greater Fort Lauderdale Alliance has partnered with Livability Media to create an engaging, high-impact campaign on why Greater Fort Lauderdale is a great place to live and work. We invite you to join us.

Consider these facts:

- Tenured workers are now retiring at a rate of 10,000 per day. The millennial and Gen Z generations that will replace them – and fill the jobs of tomorrow – have new priorities and different expectations.
- Remote working is a reality – and many Americans and companies are embracing the change.
- Millions are relocating to mid-sized cities and suburbs – seeking new opportunities or better work-life balance.



A nationally recognized authority on America's residential markets, Livability Media offers impressive reach, high-quality communications and targeted messaging to our key audiences – including talented workers, corporate executives, families, job seekers, tourists, entrepreneurs and site selectors.

As part of a multiyear program, Greater Fort Lauderdale will be highlighted on Livability.com, which attracts millions of viewers each year. A special newsstand-quality print publication, *Greater Fort Lauderdale*, will be made available to key audiences and for our own distribution. And social media promotion will augment those efforts.

Our Livability Media representative, Matt McWhorter, will be reaching out to schedule a Zoom meeting to go over these program details. You can also reach out to Matt at mmcwhorter@livmedia.com or at (615) 957-8347.

We hope you'll take a moment to learn more about the many benefits of the program and consider supporting this effort, as it will be a centerpiece of our national talent attraction marketing efforts in the coming year.

BOB SWINDELL

President and CEO

Greater Fort Lauderdale Alliance



**LIVABILITY
MEDIA**

The Program's **PURPOSE**

This multimedia program encourages business investment, talent recruitment and relocation by reaching corporate executives, site selectors, entrepreneurs, talented individuals, families and visitors attracted to our quality of life.



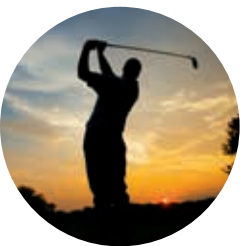
PROGRAM COMPONENTS

- High visibility on Livability.com, a national quality-of-place and relocation website that reaches millions of viewers with highly shareable content
- A top-quality print publication with engaging photography and modern design that highlights the region's favorable business climate, enviable quality of place and tourism attractions
- An easily accessible and shareable companion digital magazine

ONLINE DISTRIBUTION & CONTENT PROMOTION

We leverage the rapidly growing Livability.com audience to drive readers to information about Greater Fort Lauderdale, including:

- Search engine optimization
- Dedicated social media promotion strategy, including both paid and organic efforts
- Select content marketing campaigns

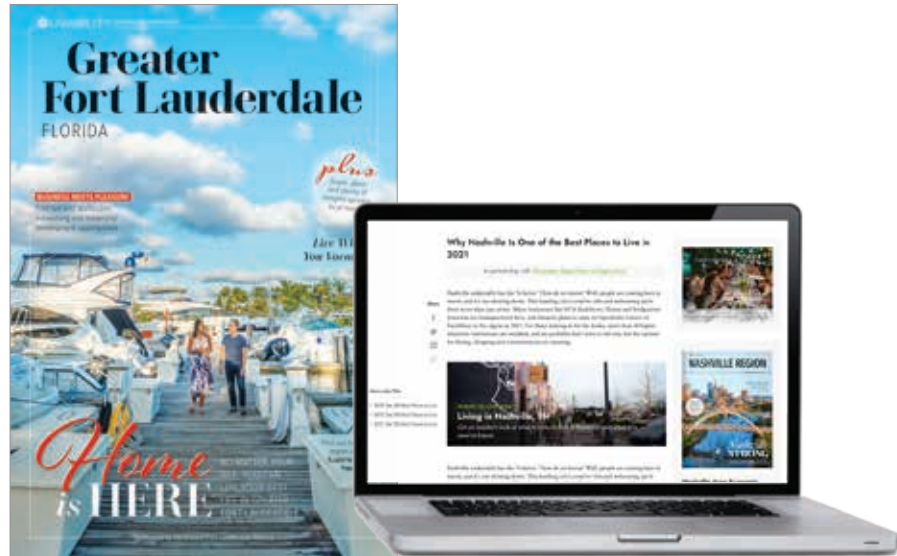


TARGETED PRINT DISTRIBUTION

We work to place the print edition in the hands of:

- Site selectors and corporate real estate professionals
- Qualified relocation prospects who have requested information
- People attending relevant trade shows, conferences and events
- Talent recruitment prospects of major employers in the city and region
- Potential new residents via real estate agents and financial institutions
- Our advertisers' clients and talent prospects
- People visiting the community via distribution to public offices

Your **INTEGRATED** MARKETING PROGRAM



Print

HIGH-QUALITY PRINT MAGAZINE

- Mirrors national business and lifestyle publications in design and content to create a credible, outbound marketing vehicle
- Allows the region to be more effective at promoting key industries and talent attraction
- Reflects changes in reader habits with more visuals, more graphics and more engaging editorial content

Most consumers begin their search for relocation and travel information online. Content that can reach and engage the right target audience through both inbound search and outbound promotion is vital.



Online

NATIONAL EXPOSURE ONLINE

- Your advertising program includes prominent presence within your city pages of Livability.com, which features articles, photos and graphics that showcase what's great about living in Greater Fort Lauderdale.
- The content is cross-promoted throughout the full website, including the homepage, article categories and your state page.
- Content about your community, including your advertisement, featured on Livability.com.
- Brand association with a nationally recognized website that spotlights communities and their innovative companies, entrepreneurs and quality of life.
- Responsive design that provides an optimal viewing and interactive experience.





Digital

INTERACTIVE DIGITAL MAGAZINE

- Allows users instant access to your content whenever and wherever
- Contains links throughout that direct readers to more information about content and advertisers
- An effective, easy-to-share tool for talent recruitment and tourism
- Interactive ad index that clicks through to your print advertisement



Display

ONLINE DISPLAY ADS

Display ads will link to your website, expanding reach and branding opportunities. One of these display ads is included in your integrated media package.

- Billboard
- Half-Page
- Medium Rectangle
- Leaderboard



Premium

SPONSORED CONTENT & BRAND STORIES

- Custom content products in both print and digital formats
- Content, photography and editing services overseen by in-house editorial team
- High-quality marketing tool that includes overrun copies
- Stand-alone digital format with a unique URL, optimized for paid promotion efforts



RESEARCH GUIDES OUR CONTENT DEVELOPMENT

5 Key Insights Into the Present and Future of Millennial Relocation

Livability Media is a leader in the talent attraction space, producing content driven by the key interests of top prospects for relocation. We annually commission surveys with industry-leading research firm IPSOS to study specific trends in relocation, most recently focusing on millennials and Generation Z.

We release the findings in white papers, typically in conjunction with the annual International Economic Development Council conference.

Download the survey at livability.com/study

THE POWER OF PRINT DISTRIBUTION

Livability Media publishing programs include highly targeted print distribution campaigns.

Target Audience

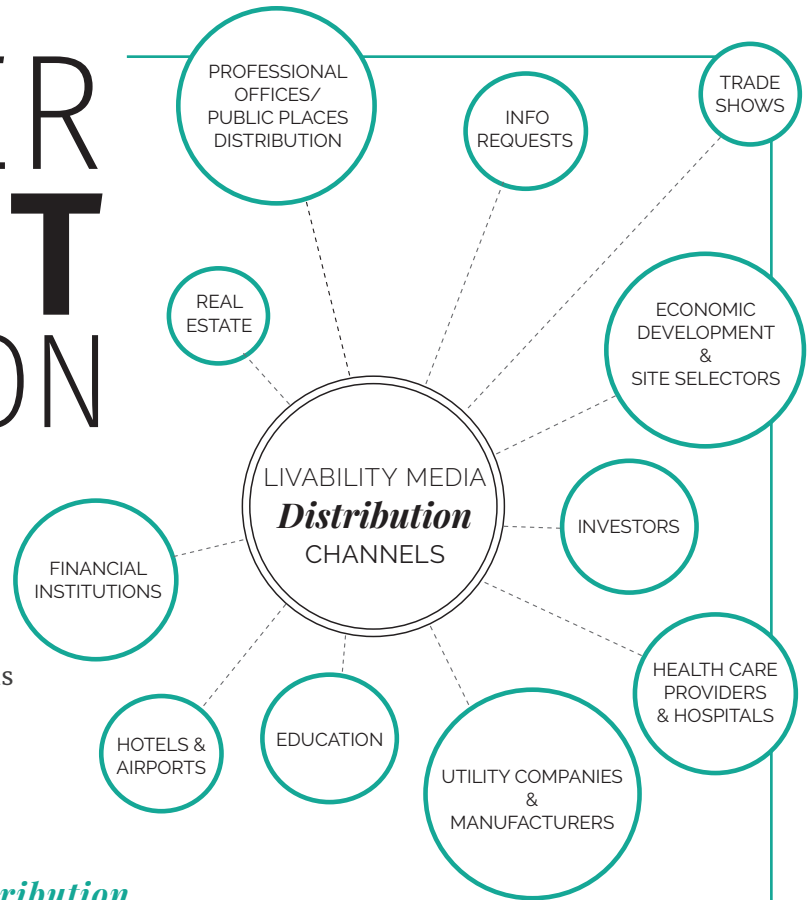
- Decision-makers in key industry sectors
- Site selection and corporate real estate professionals
- Fast-growth companies
- HR and recruitment professionals for major employers
- Relocating talent

Key Industries

- Aviation & Aerospace
- Financial Services
- Global Logistics
- Headquarters
- Life Sciences
- Manufacturing
- Marine Industries
- Technology

Strategies for Distribution

- C-level executives in key industry sectors
- Corporate real estate and site location professionals
- Distribution through regional partners, including major employers
- Digital magazine on Greater Fort Lauderdale pages on livability.com
- Greater Fort Lauderdale content on dedicated pages on [Livability.com](http://livability.com)



Do You Want Copies

FOR YOUR OWN RECRUITMENT USAGE?

▼ **Two additional ways you can help promote your community and organization.**

1. ADD A LINK TO YOUR WEBSITE

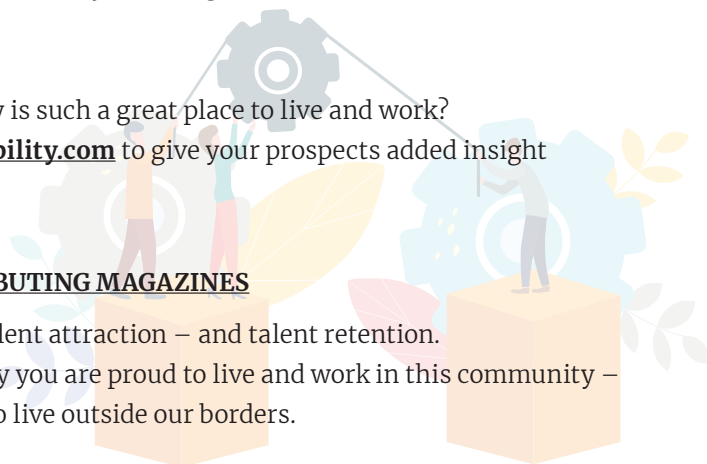
Does your website have a section explaining why your community is such a great place to live and work?

Add a URL link that connects to the city and state pages on livability.com to give your prospects added insight into our community.

2. SHARE WITH TALENTED PEOPLE ALREADY HERE BY DISTRIBUTING MAGAZINES

Community pride and personal connection are key elements in talent attraction – and talent retention.

Distribute copies as an ambassador and inspire others to see why you are proud to live and work in this community – and perhaps attract professional colleagues, friends or family who live outside our borders.



Digital Marketing

TO A NATIONAL AUDIENCE

Livability.com is telling the story of Greater Fort Lauderdale, expanding a national audience in new and different ways with relevant content about the benefits of living in and doing business in Greater Fort Lauderdale.

- Original content
- Data-driven lists and rankings
- Focus on economic development, talent recruitment and quality of life



Exposure on Livability.com offers a wide variety of digital content touch points reinforcing Greater Fort Lauderdale's status as a great place to live and do business. The Livability audience is young, educated and affluent. Livability offers wide opportunities to trigger their interest year-round through quality content and effective content promotion.

12M+
PAGEVIEWS

2.36
AVG. PAGES PER VISIT

2:00
AVG. SESSION DURATION

25-34
LARGEST AGE
DEMOGRAPHIC

55/45
FEMALE/MALE AUDIENCE

2020 Annual Averages,
Google Analytics

As seen on:

realtor.com



THE
PENNY
HOARDER

MW MarketWatch

CRAIN'S

Forbes

npr



THE WALL STREET
JOURNAL

BUSINESS
INSIDER

TOP 100 BEST PLACES TO LIVE

Our annual Top 100 Best Places to Live list has made Livability a recognized brand and industry leader in the talent attraction space. Each year, Livability's editor-in-chief collaborates with leading data experts to select criteria and weigh more than 40 data points to rank more than 2,000 cities in our quest to determine the best places to live in the U.S. The list attracts millions of pageviews annually from visitors nationwide and has been cited by CNBC, MarketWatch, realtor.com and countless local media outlets coast to coast.



A CITY *with* ENERGY

Dania Beach attracts
both businesses
and residents



A wave of excitement is permeating the city of Dania Beach.

This South Florida city is experiencing incredible growth – from its population and business climate to housing developments and entertainment options – and transforming into a place that companies and people want to call home.

Let's dig into some of the city's assets.

Grow a Career Here

Dania Beach is the perfect place to launch or grow a career

as the area is home to a variety of thriving industries such as aviation, technology, recreational marine, logistics and manufacturing.

Plus, Dania Beach houses the headquarters for Chewy.com, Spirit Airlines and VIKAND Technologies, a leading expert in global medical operations and public health solutions for the maritime industry.

Additionally, according to Michael Chen, executive director for the Dania Beach Community Redevelopment Agency, Broward County is often the highest job-creation county in Florida.

"We're the hub of this enormous, robust economy that is Southeast Florida," he says.

Best for Business

Thanks to its vast, world-class resources, Dania Beach is a great area for both relocating businesses and startups.

A few of its advantages include a tax-friendly environment, solid infrastructure, high-speed internet, low-cost utilities and nearby airports and seaports.

Fort Lauderdale-Hollywood International Airport and Port Everglades are less than one-half mile from Dania Beach. The

Greater Fort Lauderdale Alliance / Livability Greater Fort Lauderdale (16,345 pageviews since published 10/10/2022)

airports and seaports of Miami and Palm Beach are just a one-hour drive from the city.

"You can cover a wider range of the globe by being centrally located in Dania Beach," Chen says. "You have three international airports and seaports that are covering the entire planet."

Additionally, for companies looking to engage in international trade, South Florida has one of the nation's largest consular corps, providing a multitude of services to international residents, visitors and businesses.

As for individuals looking to launch a new company, Dania Beach offers more than just a promising business environment. The city will soon house Florida International University's new IP-to-Market Hospitality Technology Incubator. A particular focus of the incubator will be the development of entrepreneurial ecosystems with special opportunities for women-, minority- and Hispanic-owned startup business founders.

It will host two 14-week cohorts annually, in addition to regularly scheduled workshops, job fairs and more. The first cohort began in May 2022.

"This new business incubator is going to be revolutionary. It's the first of its kind in the United States," Chen says.

Living Large in Dania Beach

Quality-of-life assets run the gamut in Dania Beach. In addition to its family-friendly beach, busy dining scene, fun community events and wide range of housing options, the city is home to three regional destinations: The Casino @ Dania Beach; Dania Pointe, a large plaza with retail, restaurant and residential space; and the world headquarters of the International Game Fish Association.



City Manager Ana M. Garcia refers to the energy in the city as the "renaissance of Dania Beach. We are the epicenter of South Florida, yet our responsiveness, respect

and friendly can-do attitude toward all who live, work and visit our city is second to none!"

Dania Beach is one of South Florida's most vibrant communities and a great place to call home.