AGENDA
COMMUNITY REDEVELOPMENT AGENCY
BUDGET WORKSHOP
TUESDAY, MAY 28, 2024 - 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. BUDGET PRESENTATION AND DISCUSSION

1. FY2025 CRA Budget

3. ADJOURNMENT

City of Dania Beach
Memorandum

DATE: 5/28/2024

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

FROM: Michael Chen, Executive Director

SUBJECT: FY2024 CRA Budget Workshop

Request:
Due to the adoption of the 2023 CRA Plan, we have updated and fresh goals and priorities. A table of the CRA Plan's Section 9.1: Identify, Evaluate and Prioritize Projects is attached for your reference. The Plan, coupled with my understanding of the Board's interests and priorities, served as the guide to my draft budget.

It should be noted that I have not yet discussed or reviewed this draft of the budget with Finance, as I need some Board direction on some of the ideas I have for the FY2025 Budget.

Some of the highlights of my FY2025 Draft Budget (copy attached) are:
- Fund transfer and wage/benefits accounts reflect FY2024 values as place holders. These accounts will be updated to reflect the final budget.
- The FY2024 Budget is included to provide a line-item cost comparison with my FY2025 Draft Budget.
- The current draft reflects reduced expenses of $85,000.
- I have a reorganization strategy that, with Board approval, will further reduce expenses by approximately $35,000.
- The PATCH water expense is reduced to reflect the conversion to well water.
- The Budget reflects the lease for 25 N Federal Hwy is not renewed.

We look forward to the Workshop discussion and Board direction to finalize the FY2025 CRA Budget.

Background:

Budgetary Impact

Recommendation

Fund 106 - Community Redevelopment	Account Description	FY2924 Amended Budget		FY2025 Requested Budget		FY2024 vs FY2025
REVENUE 106-00-00						
361-10-01	Interest and Other Earnings		40,000	(Final Costs Per Finance)		
381-00-01	Non-Op Transfer from General Fund		1,600,000	(2024 costs are a place holder)		
389-90-01	Non-Op Re-Appropriations Bal		1,036,523			
REVENUE TOTALS 106-00-00			**$2,676,523**		**$2,676,523**	**$0**
CRA EXPENSE 106-52-01-552						
	Wages / Employee Costs (Final Costs Per		698,986		698,986	0
12-10	Salaries and Wages Full-Time	451,637		451,637		
12-11	Salaries and Wages Part-Time (FRS	0		0		
12-13	Salaries and Wages Expense Allowance	6,000		6,000		
12-14	Salaries and Wages Cell Phone Stipend	1,440		1,440		
14-10	Overtime Regular	5,000		5,000		
15-15	Special Pay Accrued Leave Buyback	6,520		6,520		
21-10	FICA Taxes	28,373		28,373		
21-20	FICA Medicare	6,635		6,635		
22-20	Retirement Contributions FRS Pension	99,232		99,232		
22-30	Retirement Contributions Deferred	10,470		10,470		
23-10	Life and Health Insurance Insurance	83,029		83,029		
24-10	Workers' Compensation Premium	650		650		
31-10	Prof. Services General		84,900		78,000	-6,900
	Ann'l Rpt Layout	5,000		5,000		
	Financial Consultant	11,500		11,500		
	Financial Audit	8,050		8,050		
	~~SCORE~~ (moved to 106-52-02-552-31-42)	6,900		0		
	Web Hosting (VUP)	3,450		3,450		
	Other	50,000		50,000		
31-20	Prof. Services Legal (Outside Legal)		11,500		11,500	0
34-10	Contractual Services General		15,855		15,835	-20
	Environics/Claritas	1,495		1,495		
	CoStar	5,340		5,340		
	LocalIntel	2,000		2,000		
	Wee Communicate	4,600		4,000		
	Mail Chimp	920		1,000		
	Go Daddy/SSL Security	120		500		
	Zoom	1,380		1,500		
40-10	Travel and Per Diem Training		20,500		21,500	1,000
	FRA Conf (3 staff)	4,500		4,500		
	FRA Academy	6,000		6,000		
	ICSC Conf (3 staff)	4,000		5,000		
	Misc Travel/Training staff	5,000		5,000		
	Alliance Board Meetings	1,000		1,000		
41-10	Communications Services Telephone		2,875		2,875	0
42-10	Freight & Postage Services Freight &		3,450		3,450	0
46-30	Repair & Maint. Services Vehicles		2,300		0	-2,300
47-10	Printing and Binding General		3,000		5,000	2,000
48-17	Promotional Activities (Motorcycle Show)		5,700		5,000	-700
49-20	Other Charges/Obgs Legal & Advertising		3,000		3,000	0
51-10	Office Supplies General		7,877		6,000	-1,877
52-10	Operating Supplies Gasoline and Diesel		1,000		0	-1,000
52-20	Operating Supplies Miscellaneous		3,600		5,500	1,900
	Storage	3,000		4,000		

	Uniforms	600		1,500		
54-20	Books/Publications, Memberships,		175		335	160
	South FL Business Journal	75		135		0
	Sun Sentinel	100		200		0
54-21	Trade Group / Agency Memberships		4,480		5,105	625
	GFL Alliance	1,875		2,500		0
	FI Redeveloopment Assn	995		995		0
	Council of Dev Fin Agencies	550		550		0
	Int'l Council of Shopping Ctr	350		350		0
	Urban Land Institute	220		220		0
	BJs Wholesale Club	115		115		0
	FL Dept Economic Opp	175		175		0
	FL Housing Coalition	200		200		0
61-10	Land Acquisition (carry over)	0	500,000		476,309	-23,692
	Fund Transfers		725,431		725,431	0
91-00	Intragov't Transfers Out General Fund	353,876		(Final Costs Per Finance)		0
91-11	Intragov't Transfers Out CRA	202,812		(2024 costs are a place holder)		0
91-51	Intragov't Transfers Out Transfer to	44,051				0
91-52	Intragov't Transfers Out Transfer to	14,196				0
91-53	Intragov't Transfers Out Transfer to IT	110,496				0
99-80	Other Uses Reserve for CRA		0		0	0
CRA Expense Total 106-52-01-552			**$2,094,629**		**$2,063,826**	**-$30,804**
City Center Expenses 106-52-02-552						**0**
31-41	Prof. Services CRA - Marketing / PR		159,221		139,221	-20,000
	Website Rebuild/Maintenance	30,000		10,000		0
	Alliance Sourcebook	5,456		5,456		0
	Livability Magazine (GFLA)	11,220		11,220		0
	DB Chamber Sourcebook	3,295		3,295		0
	Economic Sourcebook	4,140		4,140		0
	Social Media Contract	40,250		40,250		0
	Dania Press	13,800		13,800		0
	Cohoots	5,750		5,750		0
	CultureOwl	5,750		5,750		0
	Graphic Design	23,000		23,000		0
	Photography/Videography	11,500		11,500		0
	Other Ads	5,060		5,060		0
31-42	Prof. Services CRA - Redevelopment		149,200		156,100	6,900
	Rebuild Together	120,000		120,000		0
	SCORE (moved from 106-52-01-552-31-10)			6,900		
	Surveys	10,000		10,000		0
	Appraisals	10,000		10,000		0
	Lawn Service	9,200		9,200		0
48-10	Promotional Activities General		13,800		9,650	-4,150
	Awards for Presentations	1,150		1,150		0
	Event Ad-ons/Reimbursement	6,900		4,500		0
	Promo Items/Tchotchke	5,750		4,000		0
City Center Expense Total 106-52-02-552			**322,221**		**304,971**	**-17,250**
Citywide Expenses 106-52-08-552			**2,416,850**		**2,368,797**	**-48,054**
31-10	Professional Services General		0		0	0
	~~Calvin Giordano - W 1st Ave Vision~~	0		0		0
	~~Calvin Giordano - Branding Signage~~	0		0		0
31-43	CRA Economic Development Initiatives		265,500		210,500	-55,000
	CRA Satelite Office Rent	60,000		0		0

	CRA Satelite Office Op Exp	15,000		0		0
	Commercial Façade Grant	55,000		75,000		0
	Business Attract/Exp Grant	55,000		55,000		0
	Dist Stimulus Incentives	70,000		70,000		0
	CRA Annual Lunch	3,500		3,500		0
	Hospitality Forum	3,500		3,500		0
	Banking Forum	3,500		3,500		0
Citywide Expenses 106-52-08-552			**$265,500**		**$210,500**	**-$55,000**
FUND 106 EXPENSE TOTALS			**$2,682,350**		**$2,579,297**	**-$103,054**
FUND 106 REVENUE TOTALS			**$2,676,523**		**$2,676,523**	**$0**
	Fund 112 - CRA Comm Garden PATCH	**FY2924**		**FY2025**		**FY2024 vs**
	Account Description	**Amended Budget**		**Requested Budget**		**FY2025**
PATCH REVENUE 112-00-00						
	Estimated Revenues		**237,812**		**237,812**	**0**
369-90-01	Misc Revenues	35,000		(Final Costs Per Finance)		
381-01-06	Non-Operating Transfer from CRA	202,812		(2024 costs are a place holder)		
PATCH REVENUE TOTALS 106-00-00			**$237,812**		**$237,812**	**$0**
PATCH EXPENSES 112-52-09-552						**0**
	Wages / Employee Costs		40,340		40,340	0
12-11	Salaries and Wages Part-Time (FRS	33,495		(Final Costs Per Finance)		
14-10	Overtime Regular	0		(2024 costs are a place holder)		
15-15	Special Pay Accrued Leave Buy back	0				
21-10	FICA Taxes	0				
21-20	FICA Medicare	0				
22-20	Retirement Contributions FRS Pension	4,545				
24-10	Workers' Compensation Premium	2,300				
31-10	Prof. Services General		25,000		35,000	10,000
34-10	Prof. Services General - Fruitful Fields		77,865		85,000	7,135
34-20	Contractual Services Merchant Card		1,800		1,800	0
40-10	Travel and Training Per Diem		1,500		1,500	0
41-10	Communications Services Telephone		200		200	0
43-10	Utility Services Water		8,600		5,000	-3,600
43-20	Utility Services Electricity		2,500		2,500	0
44-10	Rentals and Leases Equipment		5,000		5,000	0
46-10	Repair & Maint. Serv ices Equipment		2,000		2,000	0
46-30	Repair & Maint. Serv ices Vehicles		5,000		5,000	0
46-50	Repair & Maint. Serv ices Grounds		14,348		14,348	0
47-10	Printing and Binding General		1,500		1,500	0
48-10	Promotional Activities General		12,000		17,000	5,000
49-30	Other Current Charges/Obligations Permits &		600		600	0
51-10	Office Supplies General		1,000		1,000	0
52-06	Operating Supplies Cost of Goods Sold		15,000		15,000	0
52-10	Operating Supplies Gasoline and Diesel Fuel		1,500		1,500	0
52-20	Operating Supplies Miscellaneous		15,000		15,000	0
91-51	Intragov't Transfers Out Transfer to Facilities		12,234		12,234	0
91-53	Intragov't Transfers Out Transfer to IT		9,825		9,825	0
Activity 552 - Industry Development Totals			**$252,812**		**$271,347**	**$18,535**
FUND 112 EXPENSE TOTALS			**$252,812**		**$271,347**	**$18,535**
FUND 112 REVENUE TOTALS			**$237,812**		**$237,812**	**$0**
FUND 106 + 112 GRAND TOTALS EXPENSE			**$2,935,162**		**$2,850,644**	**-$84,519**
FUND 106 + 112 GRAND TOTALS REVENUE			**$2,914,335**		**$2,914,335**	**$0**

Dania Beach CRA 2023 Community Redevelopment Plan Update

Approved and Adopted on March 14, 2023

9.1: Identify, Evaluate and Prioritize Projects

The table below summarizes the implementation strategy for the CRA Plan Update. The table includes a description of the Project/Action, the estimate cost, and the recommended priority.

Project / Action Title	Est Cost	Priority	Status
Federal Highway Public Realm Enhancements Complete a preliminary design for FDOT review of placemaking sign elements and wayfinding signage in the City Center and Arts, Entertainment & Innovation District.	$25,000	1-2 Yrs	The Branding and Wayfinding Signage design was started and is ongoing.
NW/SW 1st Street Enhancements Design and construct a Complete Street with increased pedestrian emphasis. Include public art installation locations. Modify code requirements to promote dual building frontages and midblock pedestrian connections.	$1,500,000	2-4 Yrs	The Downtown Vision Plan was started and is ongoing. The construction phase needs to be led by city.
CRA Website Enhancements Improve the website to increase public communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.	$30,000	1-2 Yrs	Started. VUP Media has been contracted and is working on an updated website structure. The site update will save time and money versus a new start.
Business Academy Support Continue to support small business management education and training within the program.	$6,900	1-2 Yrs	Continuing, ongoing
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.	$120,000	1-2 Yrs	Rebuilding Together is ongoing. The CRA continues to seek opportunities to assist with the development of low-income affordable housing.
Non-Residential Improvement Program Establish new minor improvement (e.g., paint, landscape, etc.) program for existing small business building frontage enhancements along Federal Highway.	$100,000	1-2 Yrs	Façade Grant Program is active. Five grants awarded in 2023/24 to-date.
Workforce Training Program Identify secondary and higher education providers to partner on aligned local business employment skills programs.	$10,000	1-2 Yrs	IP2Mkt held an Open House. Working with FIU, Dan Marino Foundation, and SCORE to provide more programs.
PATCH Master Plan Implementation Implement master plan elements by resolving land ownership through improvement relocation or easements, installing ADA sidewalks, and increasing program delivery.	$75,000	2-4 Yrs	Rebuild of PATCH with 46 new raised beds is started. Plan concepts are being addressed. Implementation is ongoing.

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.	$225,600	2-4 Yrs	The Downtown Vision Plan was started and is ongoing. Façade Grants are being promoted. Branding signage design is underway.
Target Industry Inquiry Establish a local business inventory, conduct outreach and annual business surveys to identify market conditions, and determine critical needs of local business leaders.	$5,000	2-4 Yrs	Not yet started. Business outreach is the primary responsibility of the newly hired Business Manager.
Special Events and Festivals Continue to support the CRA-led events that activate the City Center sub-area.	$105,600	4+ Yrs	DAD and Arts & Seafood are no longer allowed by ss163, Part III. CRA will conduct training and PATCH events.
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.	$100,000	4+ Yrs	Façade Grant Program is active. Five grants awarded in 2023/24.