# AGENDA
# COMMUNITY REDEVELOPMENT AGENCY
# SPECIAL MEETING
# TUESDAY, SEPTEMBER 26, 2017 - 6:00 PM

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

LOBBYIST REGISTRATION IS REQUIRED. PRIOR TO ENGAGING IN ANY LOBBYING ACTIVITIES, WHETHER OR NOT COMPENSATION IS PAID OR RECEIVED IN CONNECTION WITH THOSE ACTIVITIES, EACH LOBBYIST SHALL FILE WITH THE CITY CLERK AN ANNUAL REGISTRATION STATEMENT AND PAY AN ANNUAL ONE HUNDRED DOLLARS ($100.00) REGISTRATION FEE FOR EACH PRINCIPAL OR EMPLOYER. REGISTRATION FORMS ARE AVAILABLE ON THE CITY WEBSITE: WWW.DANIABEACHFL.GOV. (ORDINANCE #2012-019)

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

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

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

## 1. CALL TO ORDER/ROLL CALL

## 2. CITIZEN COMMENTS

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

## 3. PRESENTATIONS

1. Dania Beach Streetscape Conceptual Design for NW 1st Street and NW 1st Avenue Presented by EDSA

2. DBCRA Marketing Plan presented by Redevelopment Management Associates and proposal for Marketing and Consulting Services in an amount not to exceed $65,000.00, and Financial Services in an amount not to exceed $8,000.00 for Fiscal Year 2017-2018

## 4. CONSENT AGENDA

1. Minutes: None

2. Travel Requests: None

## 5. PROPOSALS AND BIDS

## 6. DISCUSSION AND POSSIBLE ACTION

## 7. ADMINISTRATIVE REPORTS

1. CRA Revised Calendar of Events

## 8. BOARD MEMBER COMMENTS

## 9. ADJOURNMENT

# CITY OF DANIA BEACH

## Agenda Request Item

**Type of Request:** Presentation

**Continued from:**

| **Requested Action (Identify appropriate Action or Motion)** |
|---|
| Approve the conceptual streetscape design as the first step in moving the City Center development forward |

| **Purchasing Requests ONLY** | | |
|---|---|---|
| Dept: | Acct #: | Amt: |
| Fund: | | |

| **Fiscal Impact/Cost Summary** |
|---|
| |

| **Exhibits Attached** |
|---|
| Memo, Dania Beach Streetscape Conceptual Design for NW 1st Street and NW 1st Avenue |

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

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

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

To: Chair, Vice Chair and Board of Commissioners

From: Kathleen Weekes, Acting Interim Executive Director

Date: September 26, 2017

**Re: Dania Beach Downtown Streetscape Conceptual Design**

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## Background

The Dania Beach CRA in cooperation with the City's Public Services and Community Development Departments has been working on development of infrastructure and aesthetic improvements for two major downtown City Center Corridors. The CRA engaged EDSA to provide Landscape Architectural Services to develop a preliminary conceptual streetscape design for NW and SW 1st. Avenue from Stirling Road to NW 3rd Street and NW 1st Street from Bryan to Federal Highway.

The goal of the project is to enhance the economic vitality of the downtown area by transforming the City's main side streets, NW /SW 1st Avenue from Stirling Road to NW 3rd Avenue to provide a cohesive pedestrian-friendly experience with parallel parking, improved lighting, wayfinding, and better amenities. It is also envisaged that the redevelopment of NW 1st Street will provide a pleasant walkable and bicycle accessible link between Dania Pointe and the Downtown City Center.

## Update

EDSA completed the conceptual design and it is being presented as the first step in redefining the downtown area and layout for a safe practical pedestrian and vehicular traffic experience.

In terms of implementation of this plan the CRA Board is required to approve this conceptual design bearing in mind the following:

a) The Public Services department has already begun to work on upgrading all underground utilities and recommends land use plan reviews to accommodate streetscape enhancements and all future developments in the downtown area.

b) Design engineering will be required to drainage, new asphalt paving, on-street parallel parking and raised sidewalks.

c) As the design is reviewed and discussed by various stakeholders, required revisions, if any, will be brought to the CRA Board for discussion and approval.

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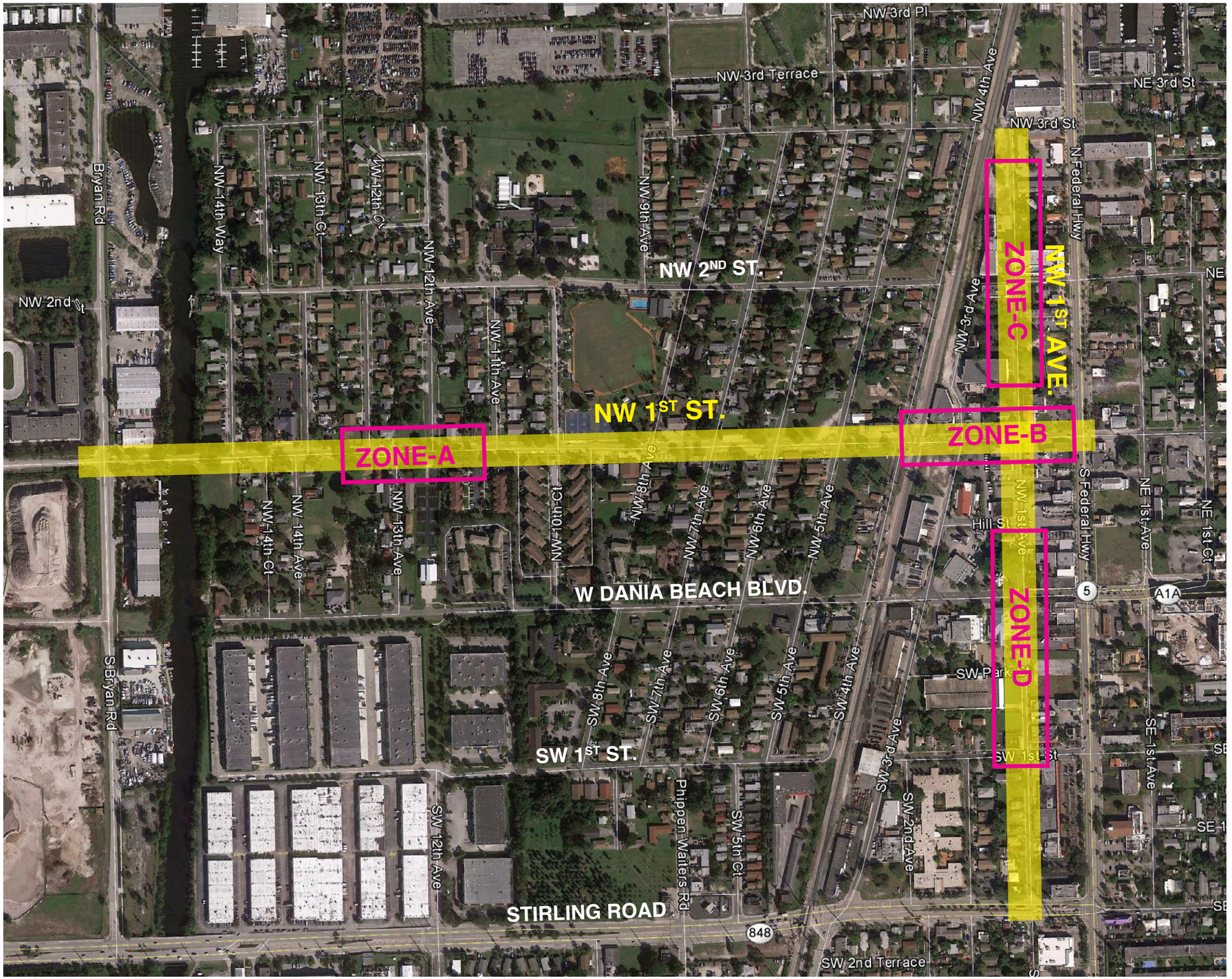
**Action Requested**

The CRA continues to pursue the revitalization of Downtown Dania Beach and this project is one element of its vision to address the provision of a safe enhanced walkable downtown area which will boost economic activity and provide a relaxing oasis for the community. The CRA Board is asked to approve this conceptual streetscape design as the first step in moving the City Center development forward.

# DANIA BEACH STREETSCAPE - 100% Conceptual Design

**NW 1st Street & NW 1st Avenue**
**City of Dania Beach, Florida**

July 10, 2017




The project is located in the City of Dania Beach. The NW 1st Street connection to Dania Point and NW 1st Avenue, two important corridors for the City of Dania Beach. The downtown gateway will serve as great redevelopment catalyst for the City.

At the Conceptual Design stage, two typical zones of each corridor have been selected for the final design study.

The selected sections include:

NW 1st St.:
Zone - A: Without on street parking
Zone - B: With on street parking

NW 1st Ave.:
Zone - C: The non-festival area
Zone - D: The festival area

The festival area on NW 1st Avenue will occur between NW 1st Street and SW 1st Street.

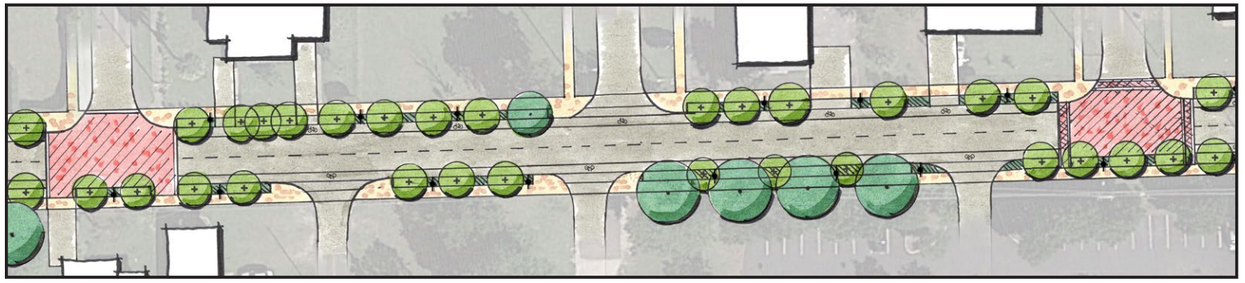
Each corridor has potential to be a rich, varied, and safe pedestrian experience. Our efforts are focused on implementation of improvements for pedestrians, ADA safety and vehicular functionality with visual identity for each corridor.

The project holds an abundance of growth potential for the City of Dania Beach and will incorporate and embrace the existing value of the important public realm connections.

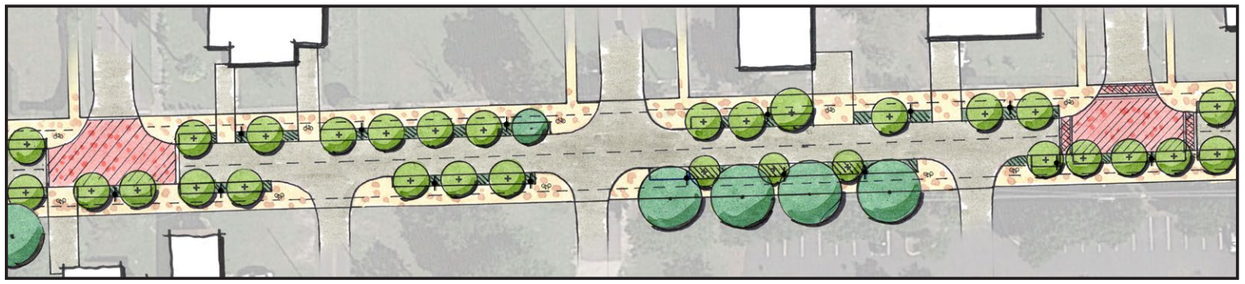
# Context Map

City of Dania Beach, Florida

## NW 1ST STREET - ZONE A

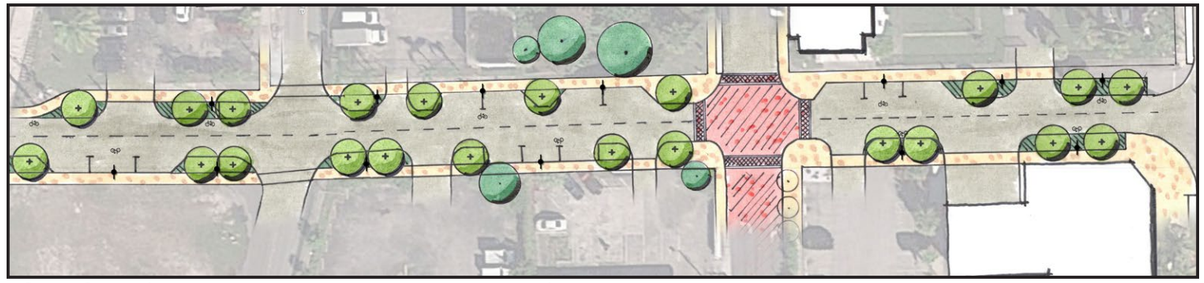


**OPTION 1**

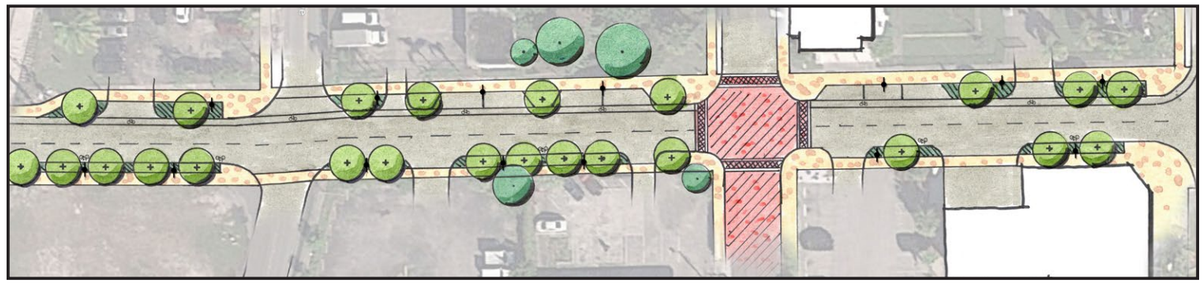


**OPTION 2**

## NW 1ST STREET - ZONE B



**OPTION 1** (13 on street parking spaces shown)



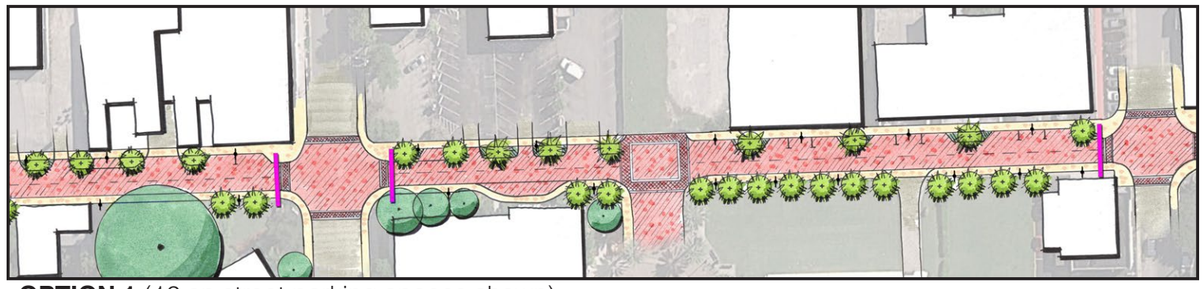
**OPTION 2** (7 on street parking spaces shown)

## NW 1ST AVENUE - ZONE C

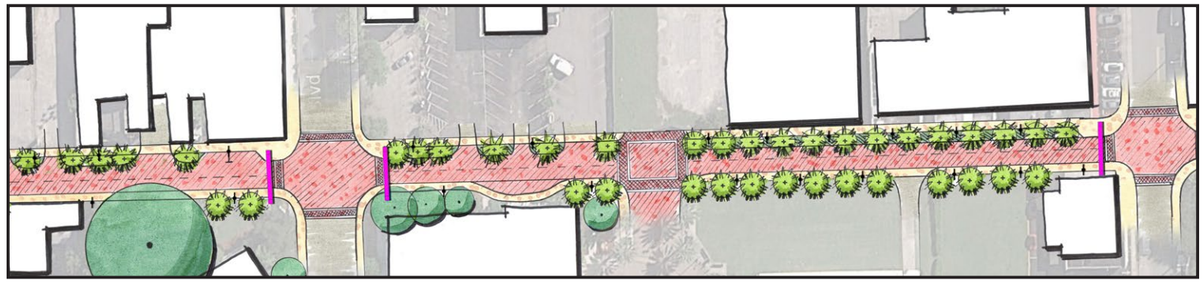
**OPTION 1** (21 on street parking spaces shown)

**OPTION 2** (13 on street parking spaces shown)

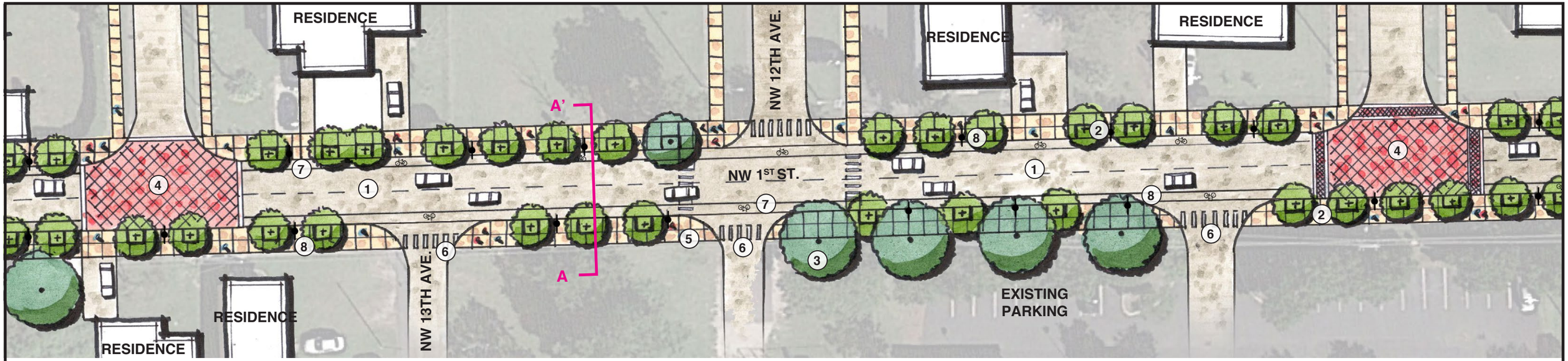
## NW 1ST AVENUE - ZONE D



**OPTION 1** (12 on street parking spaces shown)



**OPTION 2** (2 on street parking spaces shown)




SITE PLAN

**SECTION A-A':** DEDICATED BIKE LANE NEXT TO VEHICULAR LANE

**Improvements NW 1st Street**

- The streetscape improvements allow accessibility for pedestrians, bicyclist and vehicular.
- Maximize provided parallel on-street parking on both sides along the street with a continuous sidewalk.
- Lighting and site accessories enhance the streetscape which include recommendations related to utility placement and areas outside of the existing R.O.W.
- All new trees are located in tree grates.
- The streetscape allows a 2' landscape easement on both sides, except where residential property is adjacent to R.O.W.

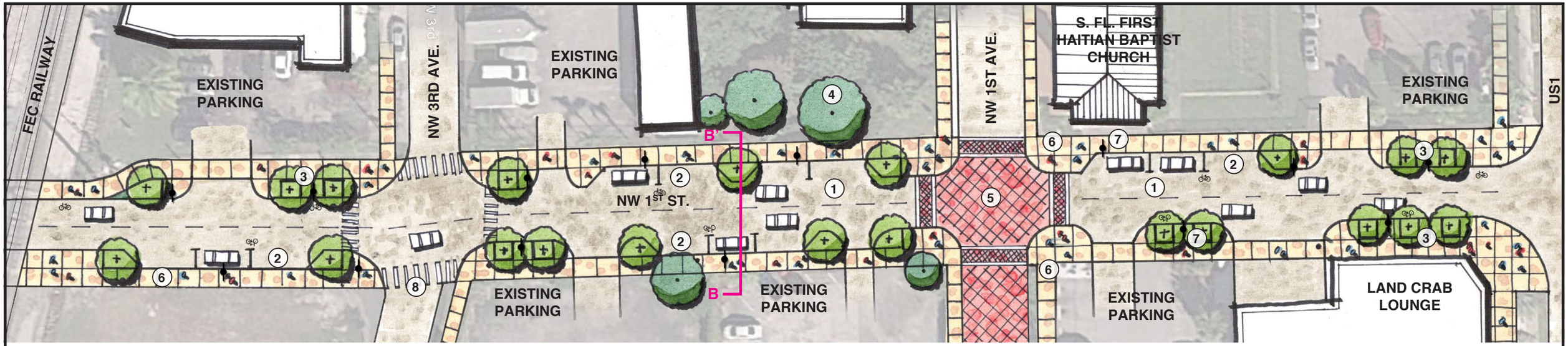
Dedicated Bike Lane Next to Vehicular Lane

Scale 1"= 40'

0' 10' 20' 50' 100'

LEGEND

1. Vehicular Lane
2. Proposed Trees with Tree pit
3. Existing Trees
4. Special Paving
5. Sidewalk
6. Crosswalk
7. Dedicated Bike Lane
8. Street Light as existing



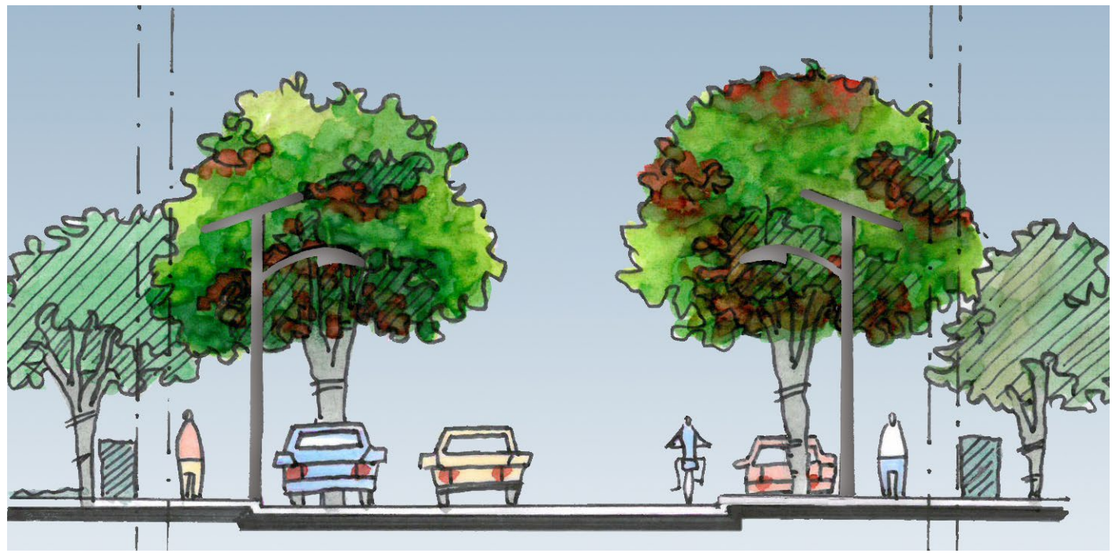

**SITE PLAN**

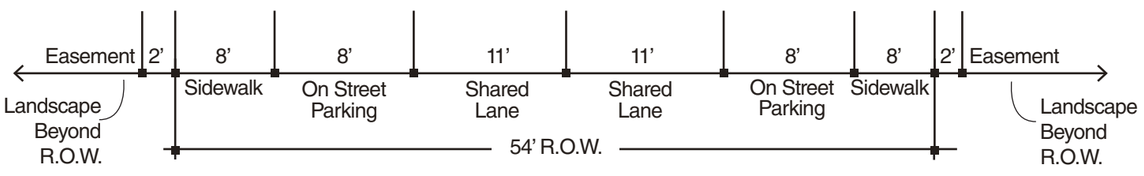
Scale 1"= 40'

0' 10' 20' 50' 100'

## LEGEND

1. Vehicular and Bike Shared Lanes
2. On Street Parking
3. Proposed Trees with Tree Pit
4. Existing Trees
5. Special Paving
6. Sidewalk
7. Street Light as existing
8. Crosswalk



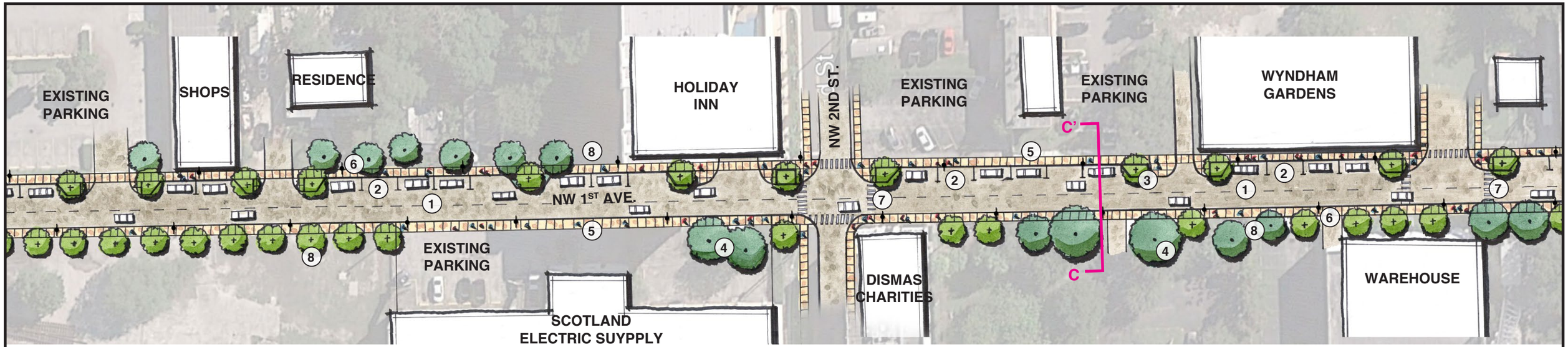


Shared Lanes

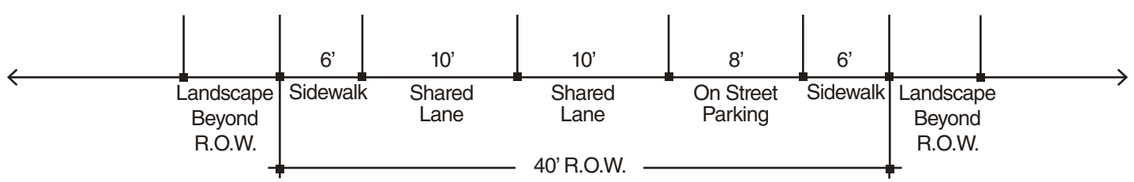
**SECTION B-B':** PARKING ON BOTH SIDES, SHARED BIKE LANES

# NW 1st Street - Residential Area - Perspective

City of Dania Beach, Florida




SITE PLAN




**SECTION C-C':** PARKING ON ONE SIDE, SHARED BIKE LANE

**Improvements NW 1 st Avenue:**

- Maximize provided parallel on-street parking on one side along the street with a continuous sidewalk on both sides.
- Lighting and site accessories enhance the streetscape which include recommendations related to utility placement and areas outside of the existing R.O.W.
- The festival area is designed as a tabled roadway with no curbs, enhanced and special paving continue the development pattern by the City Hall Center.
- The Festival Area allows a 2' easement on both sides.
- Proposed palm trees give the festival area a special and unique identity.
- Proposed shade trees, beyond the Festival Area, are integrated in the existing streetscape.
- All new trees are located in tree grates
- The festival area is designed as a tabled roadway with no curbs, enhanced and special paving continue the development pattern by the City Hall Center to update anticipating future development with the opportunity for streets festivals and art walks.

Scale 1"= 60'

0' 20' 50' 100'

## LEGEND

1. Vehicular and Bike Shared Lanes
2. On Street Parking
3. Proposed Trees with Tree Pit
4. Existing Trees
5. Sidewalk
6. Street Light as existing
7. Crosswalk
8. Landscape beyond R.O.W.

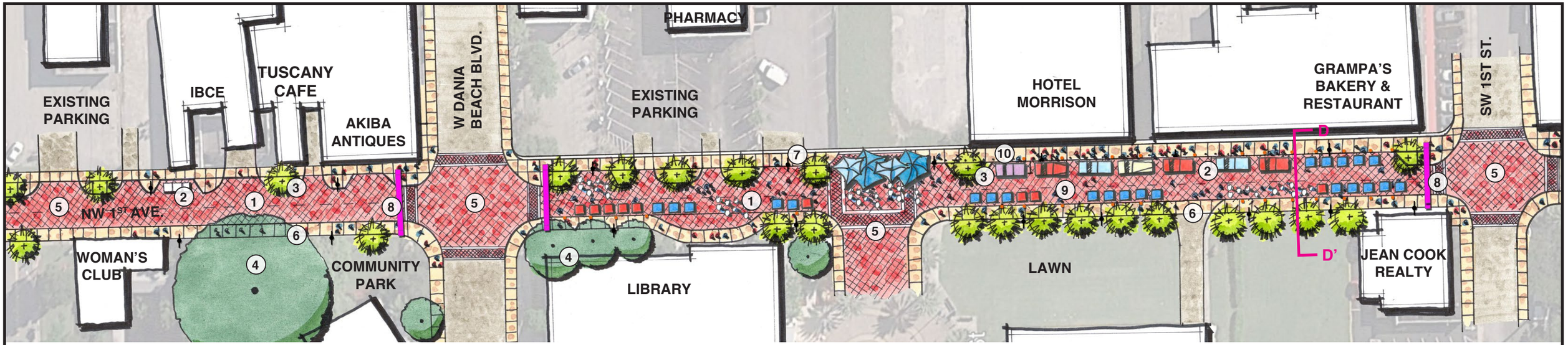
Shared Lanes

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

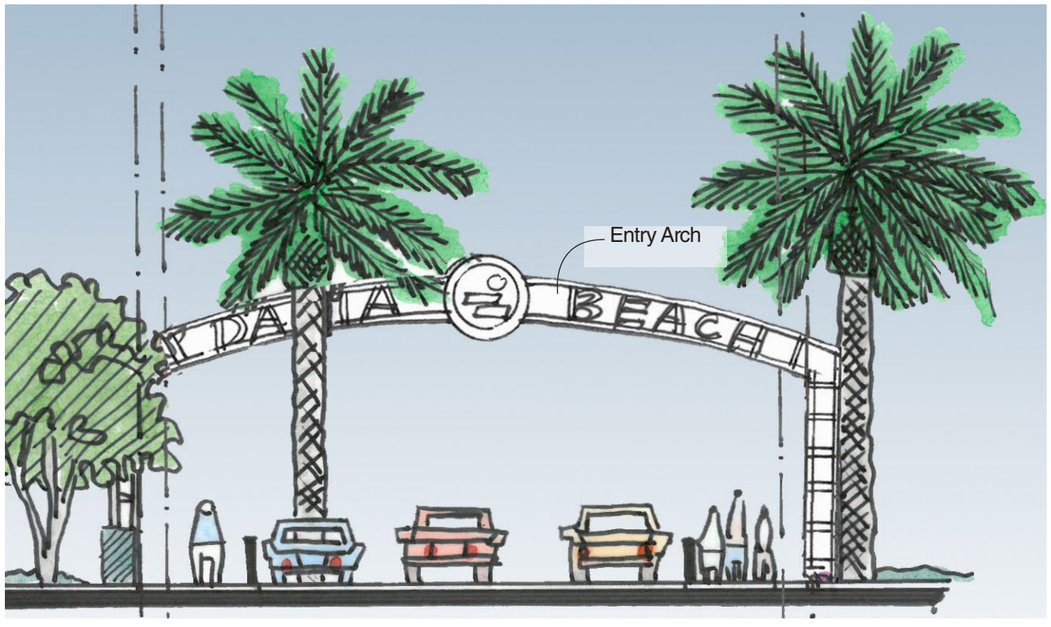
EDSA

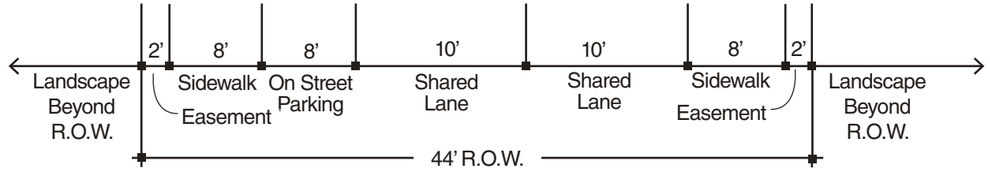
# NW 1st Avenue - Zone C

**City of Dania Beach, Florida**




SITE PLAN




**SECTION D-D':** PARKING ON ONE SIDE, TABLED ROADWAY, SHARED BIKE LANE

Entrance Area of the Festival Street (Between SW 1st St and W. Dania Beach Blvd.):
- No on street parking in this area, tabled roadway
- Install two rows of date palms to create a formal statement
- Add festival lighting

Scale 1"= 60'

0' 20' 50' 100'

## LEGEND

1. Vehicular and Bike Shared Lanes
2. On Street Parking
3. Proposed Trees with Tree Pit
4. Existing Trees
5. Special Paving
6. Sidewalk
7. Street Light as existing
8. Entry Arch
9. Festival Area
10. Bollards between Sidewalk and Street

# NW 1st Avenue - Festival Area - Perspective

City of Dania Beach, Florida

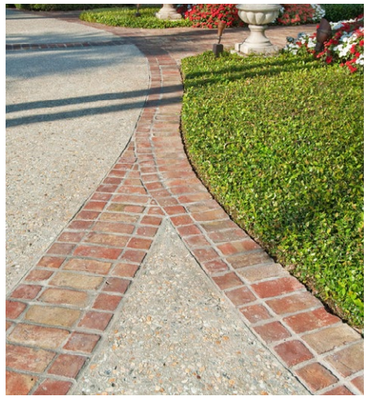
## FINISHES

Shared Lanes

Concrete Paver

Clay Paver

Seashell Aggregate/Paver


Exposed Aggregate

## PLANT MATERIAL

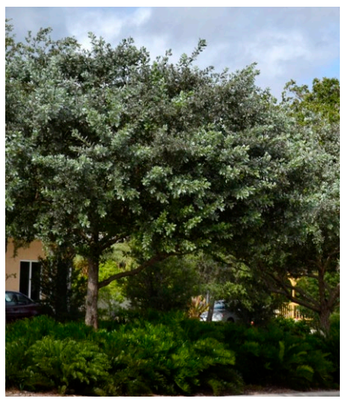
Featured Palm - Date Palm

Accent Palm - Bismarck Palm

Shade Tree - Live Oak

Shade Tree - Mahogany

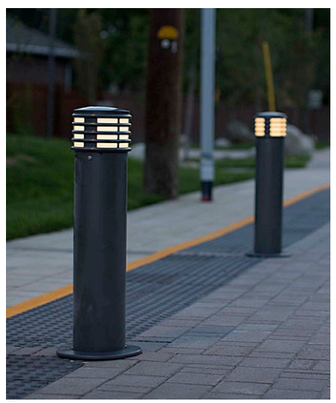
Accent Tree - Crape Myrtle


Accent Tree - Silver Buttonwood

## SITE FURNITURE & LIGHTING

Bench

Trash Bin


Bollard

Planter

Bike Rack

Solar Street Lighting as existing

# CITY OF DANIA BEACH

## Agenda Request Item

**Type of Request:** Presentation

**Continued from:**

| **Requested Action (Identify appropriate Action or Motion)** |
|---|
| DBCRA Marketing Plan presented by Redevelopment Management Associates<br><br>This item is also for discussion. If the CRA Board agrees to enter into the Marketing Consulting contract with RMA for 2018, the CRA will bring all necessary contractual documents to the CRA Board for approval at its next CRA Board meeting on October 10, 2017 and it will be retroactive to October 1, 2017 the start of the 2018 fiscal year. |

| **Purchasing Requests ONLY** | | |
|---|---|---|
| Dept: | Acct #: | Amt: |
| Fund: | | |

| **Fiscal Impact/Cost Summary** |
|---|
| |

| **Exhibits Attached** |
|---|
| Memo, RMA Presentation |

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To: Chair, Vice Chair and Board of Commissioners

From: Kathleen Weekes, Acting Interim Executive Director

Date: September 26, 2017

**Re: RMA Marketing Consulting Services 2018**

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## Background

Redevelopment Management Associates (RMA) through its principal, Kim Briesemeister, has been providing continuing consulting services to the Dania Beach CRA for the past 8 years. RMA Services have included CRA staff support and ongoing marketing, events, public relations, finance and budgeting, economic analysis, planning, public/private partnership assistance and until recently CRA Management services.

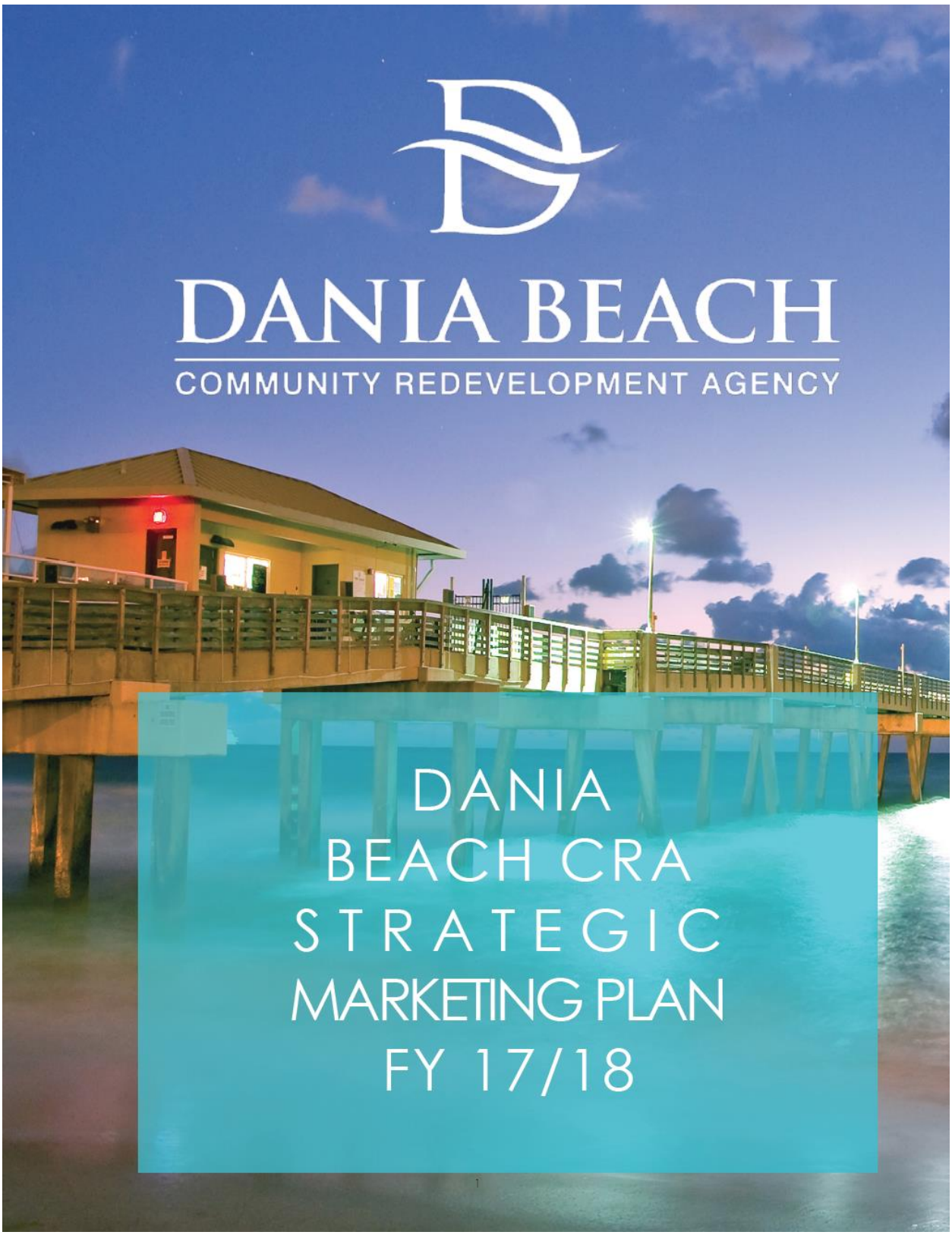
## Update

RMA is presenting a marketing plan for the DCRA at the September 26, 2017 Special Board Meeting and offering their services to implement it along with the CRA Staff. RMA's draft Scope of Services is presented to the CRA Board and it includes a continuation of Marketing and Public Relations Services for a lump sum fee of $65,000.00 to be billed monthly at $5,416.61 per month and Financial Services for a lump sum fee of $8,000.00.

Please Note: Services for the Arts and Seafood Celebration and Design work if needed will be billed separately.

## Action Requested

This item is for discussion. If the CRA Board agrees to enter into the Marketing Consulting contract with RMA for 2018, the CRA will bring all necessary contractual documents to the CRA Board for approval at its next CRA Board meeting on October 10, 2017 and it will be retroactive to October 1, 2017 the start of the 2018 fiscal year.




# DANIA BEACH CRA STRATEGIC MARKETING PLAN FY 17/18

# EXECUTIVE SUMMARY

In 2002, Dania Beach began to take definitive steps toward redevelopment and created a Community Redevelopment Agency (DBCRA) in order to establish a Community Redevelopment Area upon 525 acres within the City and its downtown. The Downtown Community Redevelopment Plan, which contained general recommendations, was adopted in 2004, confirming the creation of the Redevelopment Area and establishing specific parameters for partnership between Broward County, the City and the CRA. The CRA was created to provide a mechanism to focus efforts on the removal of slum and blight conditions, outdated infrastructure, and create new economic opportunities in the City of Dania Beach.

In 2009, the CRA modified its original plan to include neighborhoods in need of significant redevelopment. The CRA Boundaries were expanded by increasing the CRA size to 1,349 acres; and specific projects were identified which were strategic and implementable. The redevelopment plan, which was updated in 2015, includes a strong emphasis on neighborhood revitalization and provision of a wide range of physical, neighborhood and transportation improvements to encourage more compact and sustainable development.

A primary focus of the DBCRA has been to create a downtown City Center where residents can shop, gather, live and play. To that end, the DBCRA has issued a Request for Qualifications (RFQ) for developer partners to finance, build and operate compatible commercial, residential or office development(s) and municipal offices as part of an overall Dania Beach City Center.

The purpose of the Dania Beach Community Redevelopment Agency (DBCRA) Strategic Marketing Plan, is to serve as a guide for development and implementation of advertising, promotion, events, communications and public relations associated with the city of Dania Beach, redevelopment of the City Center and the retention and attraction of target businesses.

This plan provides the strategies, tactics and recommended budgets to support implementation. In summary, this plan will serve as the basis for all marketing activities through the fiscal year 2017-2018 and provide a clear picture of the direction Dania Beach will take into the next year.

# CONCLUSION & VISION

The forgoing data and analysis presented in the marketing plan provides a clear picture that Dania Beach is primed and ready for a bright, strategically positioned future. The initiatives in the following pages, that only address the downtown core of Dania Beach, will act as a guide for the positioning of Downtown Dania Beach as well as additional marketing efforts for other areas of the CRA.

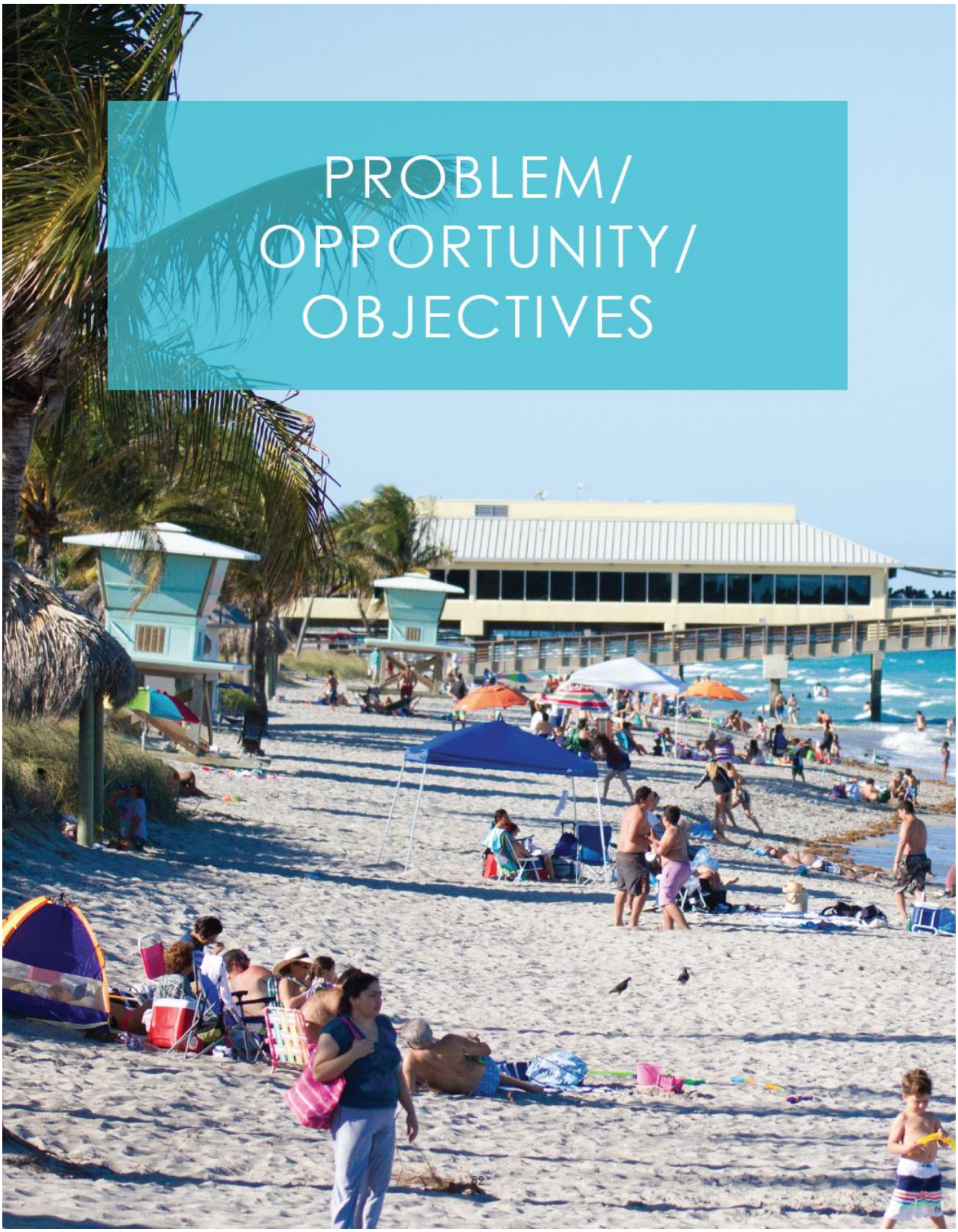
The mission of the CRA is to create and implement economically sound redevelopment and revitalization activities in the City of Dania Beach, to improve the unique small town quality of life, while simultaneously facilitating investment, commercial development, innovation and growth for our diverse population.

The vision for downtown, supported by the data herein and the Amendment to CRA plan, is to create a vibrant City Center, supporting and growing the Marine industry, creating employment clusters, encouraging larger scale entertainment and hotel uses to attract more tourism and protecting and improving existing residential neighborhoods. The entire city is uniquely positioned to be a mecca for redevelopment, shopping, dining and marine industry trades.

Overall the Dania Beach CRA should:

- Preserve its authentic character (history, nature, architecture)
- Enhance aesthetics, identity, and offerings
- Expose its assets that its already 'happening' in Dania Beach
- Invest in aesthetics, processes, and downtown redevelopment
- Capitalize on its role as an employment center and its location

The remainder of this document addresses the opportunities, objectives, strategies, tactics and budget to capitalize on the strengths and overcome the weaknesses outlined in the forgoing situation analysis.



# PROBLEM/ OPPORTUNITY/ OBJECTIVES

# PROBLEM/OPPORTUNITY/OBJECTIVES

| Problem/Opportunity/Goals | Objectives |
|---|---|
| 1. Identity/Branding<br><br>The DBCRA is currently in the process of developing a vibrant downtown City Center, with the RFQ currently out to bid. Digital searches indicate that many consider the downtown a "ghost-town" and depressed. It is imperative to re-position the downtown as a destination and to alleviate the negative perceptions of the area. With the City Center and other development projects in the works, it is crucial to continue to manage the brand and enhance a positive community image both locally and regionally in order to spur interest and desirability in the redevelopment area.<br><br><u>Goal #5 of the CRA Plan</u><br>To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives. | 1.1<br>Develop a Downtown Master Plan (Marketing, branding, downtown identity, promotions segment) and position Dania Beach to attract businesses, residents and investments.<br><br>1.2<br>Manage the CRA brand to ensure that it is consistently used across all promotional channels and branded campaigns to portray a strong singular message defining the redevelopment area and encourages awareness, interest and desirability in Dania Beach. |

# PROBLEM/OPPORTUNITY/OBJECTIVES

| Problem/Opportunity/Goals | Objectives |
|---|---|
| 2. Business Attraction/Retention and Communications<br><br>There are approximately 2,083 licensed businesses in Dania Beach and approximately 282 of those businesses operate in the target area. A total of 28 businesses participated in the merchant survey during 2016-2017. Over eighty-five (85.19%) of merchant survey respondents claim word-of-mouth as their primary means of advertising, although 54.14% state that joint marketing and advertising (co-op) would greatly benefit their business. Over 60% of merchants surveyed have not attended the quarterly merchant meetings (62.5%). Business to business networking (29.17%), a business/resident discount program (29.17%), better communications with the CRA/City (20.83%) and business education workshops (12.50%) were all mentioned as ways the city could assist their businesses.<br><br>The targeted mix for existing available space is food and beverage, antiques, arts, furniture and home accessories galleries, and one-of-a-kind unique shops. The market potential depicts that up to 75,000 square feet of retail and restaurant space in the downtown can be tapped into. Merchant survey responses indicated the desire for restaurants more than any other use. In 2011 and 2012, merchant survey respondents stated they would like to see more businesses attracted to the US 1 corridor to revitalize and improve the downtown.<br><br>Effective solutions to the problems of deteriorating building stock, loss of business, and the waning economic strength of downtown are crucial to the survival of the city itself. The Main Street Approach works where existing assets—such as older and historic buildings and local independent businesses—can be leveraged. It encourages communities to take steps to enact long term change, while also implementing short term, inexpensive and placed-based activities that attract people to the commercial core and create a sense of enthusiasm and momentum about their community.<br><br><u>Goal #5.3 of the CRA Plan</u><br>Continue to recruit new businesses through marketing at trade organizations such as the ICSC, NAOIP and through the local marine industry<br><br><u>Goal #5.1 of the CRA Plan</u><br>Establish a new Main Street Organization | 2.1<br>To attract new target uses to the downtown district by implementing the recommendations in the Dania Beach Economic Development Strategic Blueprint, 2012.<br><br>2.2<br>Identify and promote the existing assets of Dania Beach, businesses, available properties and upcoming developments through all media channels.<br><br>2.3<br>To retain target businesses and create/ implement entrepreneurial development and/or educational programs while enhancing regular communications with downtown businesses<br><br>2.4 Determine the feasibility of supporting a downtown mainstreet program. |

# PROBLEM/OPPORTUNITY/OBJECTIVES

| Problem/Opportunity/Goals | Objectives |
|---|---|
| 3. Customer Base/Advertising & Events<br><br>Attracting new business and retaining existing businesses means attracting new customers and encouraging repeat visits by existing customers. In surveys distributed in 2016-2017, merchants state that special events to attract patrons to their business would benefit them the most (66.67%). During the DBASC, 67% of attendees surveyed stated that they have already visited or planned to visit Dania Beach businesses before or after the event. Intercept surveys given in 2010 and 2010 show that available entertainment was rated low by those surveyed. This data highlights the opportunity to engage an existing customer base and position downtown business and events as "top-of-mind" for economic growth. Statistics show that 80% of business sales come from about 20% of their customer base. Giving people reasons to come downtown often is a critical component of business attraction and retention, quality of life for current and future residents and the overall vibrancy of "place". Downtown Dania Beach is already positioned to be a social gathering place for residents and visitors with the newly renovated Casino at Dania Beach and upcoming City Center development. With business attraction efforts underway, showcasing Downtown Dania Beach's historical assets, existing and future events, business mix and available opportunities will be the focus of a robust special event, cross promotional and advertising campaign.<br><br>Fifty-four percent of survey respondents at a PATCH event claim it was there first time to the garden. Since the PATCH is tucked in the middle of the Sun Garden Isles neighborhood, many have difficulty in finding it.<br><br>Ninety-eight percent of those surveyed during DBASC rated the event GOOD or EXCELLENT in their overall experience. Additionally, 27% were Dania Beach residents, while 81% were from Broward County, proving the event's success in drawing outsiders into downtown Dania Beach. | 3.1<br>Increase overall awareness and visitation for downtown Dania Beach businesses by increasing event attendance and engagement.<br><br>3.2<br>Increase awareness and visitation to the PATCH Farm and Market.<br><br>3.3<br>Increase visitation to the Dania Beach Arts and Seafood Celebration through a comprehensive marketing campaign while encouraging local business participation. |

# PROBLEM/OPPORTUNITY/OBJECTIVES

| Problem/Opportunity/Goals | Objectives |
|---|---|
| 4. Downtown Environment: Exterior Condition of Buildings/ Visual Appearance<br><br>Some of the businesses currently located in the downtown are target uses, but appear run-down, old and tired and are in need of interior renovations, as well as exterior renovations. In 2010 and 2011, merchant surveys indicated that 23% believed that landscape and property improvements would revitalize the US 1 corridor. In 2016 and 2017 surveys, 46.15% of merchants claim that the appearance and image of the areas is one of the largest issues they face as a business.<br><br>Enhancing the aesthetic and cultural value of downtown Dania Beach by including works of art on public properties within the city will have both aesthetic and economic benefits. The economic benefits of public art have been identified by the National Endowment for the Arts, which reports that every dollar spent by local government on the arts generates more than $11 from the private sector in ticket sales and philanthropic donations. Further, Americans for the Arts' research revealed that cultural tourists tend to stay longer at their destinations, stay at higher quality hotels, and spend more time and money in restaurants and on retail.<br><br>The most important aspect for the purposes of this plan will be to spread the word (whether it be communications with downtown businesses and residents about construction and/or redevelopment project status).<br><br><u>Goal #5.2 of the CRA Plan</u><br>Establish an Art in Public Spaces ordinance. | 4.1<br>To enhance a sense of place in the downtown area focusing on the creative experience.<br><br>4.2<br>To communicate the status of downtown redevelopment projects with local businesses and residents.<br><br>4.3<br>To work with the Community Development Department in researching the applicability of establishing an Art in Public Spaces ordinance for the downtown. |

TACTICS/
BUDGET

# TACTICS/BUDGET

## 1. IDENTITY AND BRANDING

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| 1. Develop a Downtown Master Plan (Marketing, branding, downtown identity, promotions segment) and position Dania Beach to attract businesses, residents and investments. | i. Create branded promotional videos to market the redevelopment area and create "buzz" and awareness about the upcoming development projects and CRA activities. Post videos on CRA YouTube page, CRA FaceBook pages and new website as pre-roll advertising. | $2,000.00 | Marketing Staff |
| | ii. Review Google alerts daily and analyze Yelp and TripAdvisor posts at least once a month. Leverage press and posts to support brand awareness. Write press releases as necessary. (ongoing). | N.A. | Marketing Staff |
| | iii. Design and install new light pole banners/flags in the downtown City Center area (utilizing the downtown campaign). | $2,500.00 | Marketing Staff |
| | iv. Participate in the Downtown Master Plan project meetings, strategy sessions and implementation. | N.A. | All Staff |
| 2. Manage the CRA brand to ensure that it is consistently used across all promotional channels and branded campaigns to portray a strong singular message defining the redevelopment area and encourages awareness, interest and desirability in Dania Beach. | i. Manage the digital strategist and maintain downtown Dania Beach social media platforms, link participating downtown and nearby business websites to the digital media. Place digital ads to increase engagement and build audience participation on- and off-line. Develop a plan to showcase the "good" and best of Dania Beach on all online platforms. | Contracted | Marketing Staff |
| | ii. Manage and facilitate Dania Beach CRA website updates. | Contracted | CRA Manager |
| | iii. Attend weekly CRA staff meetings as scheduled. | N.A. | All Staff |
| | iv. Create a Dania Beach CRA Brand Standards Manual. | N.A. | Marketing Staff |
| | v. Manage graphic design services. | Contracted | Marketing Staff |
| | vi. Graphic design services. | $6,500 | Marketing Staff |
| | vii. Develop a CRA/City Magazine promoting local businesses, events and other developments and attractions. | TBD | Marketing Staff |

# TACTICS/BUDGET

## 2. BUSINESS ATTRACTION/RETENTION AND COMMUNICATIONS

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| 1. To attract new target uses to the downtown district by implementing the recommendations in the in the Dania Beach Economic Development Strategic Blueprint, 2012. | i. Define existing uses for the downtown district (use merchant survey data, ESRI and existing merchandise mix). | N.A. | ED Manager |
| | ii. Maintain a comprehensive assets inventory spreadsheet including current downtown businesses, available properties, cultural and entertainment venues and planned developments with status. | N.A. | ED Manager |
| | iii. Maintain communications with developers regarding status, marketing and business retention efforts. | N.A. | ED Manager |
| 2. Identify and promote the existing assists of Dania Beach, businesses, available properties, and upcoming developments through all media channels. | i. Update branded collateral (print and digital) to market downtown Dania Beach and the City Center at ICSC and other developer/business meetings/seminars and conventions as well as promote the assets of doing business in downtown Dania Beach. Create an "opportunity" booklet (content prepared by ED Manager - Design prepared by marketing). | $2,000 | Marketing Staff |
| | ii. Market and promote the commercial banker/ developer business attraction event. | $2,000 | Marketing Staff |
| 3. To retain target businesses and create/implement entrepreneurial development and/or educational programs while enhancing regular communications with downtown businesses. | i.Build upon existing email database through phone-calls, business tax receipts and visits to downtown businesses. Goal is to visit 10 businesses a month. | N.A. | Marketing Staff |
| | ii. Maintain the monthly branded business e-newsletter to inform all area businesses and property owners about upcoming meetings, notices and important information. Include information from SmartBrief, ICSC and other business news outlets that are relevant to retail business strategy and marketing trends. Heavily promote the CRA incentive programs. | N.A. | Marketing staff |
| | iii. Continue to host, market and promote the 3rd Annual Business Luncheon. | $3,000 | ED Manager & Marketing staff |
| | iv.Continue to increase responses to the merchant survey of downtown businesses to analyze the current status of business, determine existing customer profiles and refine targeted promotional approach. | Contracted | Marketing staff |

# VII. TACTICS/BUDGET

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| | v. Continue to host, market and promote quarterly downtown merchant and property owner meetings to address issues, share ideas, educate and expand business retention and attraction efforts | $1,000 | ED Manager & Marketing Staff |
| | vi. Continue the cooperative advertising campaign with downtown businesses between the months of July - September. | $5,000 | Marketing Staff |
| | vii. Develop other programs for existing businesses to cross-promote each other through special events (i.e. downtown food truck event), special customer incentive programs or other creative strategies developed through survey analysis and merchant meetings (i.e. package business specials and collateral for distribution at CRA events); utilize the Chamber of commerce as a partner and resource. | N.A. | Marketing Staff |
| | viii. Continune to work with the Economic Development Manager to create a "Guide to Doing Business in Dania Beach" (print and digital). Include City Rules and Regulations, business safety and crime prevention, business exterior maintenance, parking and getting around downtown, restaurant rules and regulations, how businesses can get involved with the City and CRA, important contacts for business owners and any other relevant information. | $3,000 | ED Manager & Marketing Staff |
| 3. Determine the feasability of supporting a mainstreet program. | i. Create and implement a public involvement process to obtain community input to measure the willingness to develop and implement a comprehensive revitalization mainstreet program. | TBD | All Staff |
| | ii. Upon review of findings, apply to be designated as a Florida Mainstreet (Application attached as exhibit E). | TBD | All Staff |

# TACTICS/BUDGET

## 3. CUSTOMER BASE/ADVERTISING & EVENTS

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| 1. Increase overall awareness and visitation for downtown Dania Beach businesses by increasing event attendence and engagement. | i. Build on existing resident email database (collect emails ad zip codes at every meeting or event through sign-in sheets or register to win campaigns). | N.A. | Marketing Staff |
| | ii. Continue the Neighborhood Ambassador Program (quarterly). | $2,500 | Marketing Staff |
| | iii. Create a monthly VIP Neighborhood Ambassador Newsletter with business specials and coupons, CRA happenings and news, and other relevant insider information. | N.A. | Marketing Staff |
| | iv. Continue the weekly business-to-consumer e-newsletter) promoting events and happenings in downtown Dania Beach highlighting a business category (i.e. restaurants, services, and retail) - tie monthly features to public relations efforts, FaceBook, Twitter and any local free advertising outlet. Use incentives for consumers to visit shops, engage on social media sites, check in at locations, etc. Coordinate incentives with business category participants monthly. | N.A. | Marketing Staff |
| | v. Attend all events to promote the DBCRA by manning a booth to collect resident emails, host a register-to-win contest promoting local businesses, conduct surveys and provide information on the upcoming development projects and plans. | N.A. | All Staff |
| | vi. Continue to host a monthly downtown Arts and Antique Walk. | | Marketing Staff & CRA Staff |
| 2. To increase awareness and visitation to the PATCH. | i. Develop a PATCH marketing and events plan. | N.A. | Marketing Staff |
| | ii. Develop a PATCH brand standards manual. | N.A. | Marketing Staff |
| | iii. Manage all graphic design for the PATCH | N.A. | Marketing staff |
| | iv. Continue the weekly PATCH newsletter. | N.A. | Marketing staff |
| | v. Update the PATCH website content and photos. | N.A. | All Staff/PATCH Staff |
| | vi. Promote and market all PATCH events, workshops and newsworthy activities. | N.A. | Marketing staff |
| | vii. Continue to host, market and promote Neighborhood Nights. | | All Staff/PATCH Staff |

# VII. TACTICS/BUDGET

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| 3. Increase visitation to the Dania Beach Arts and Seafood Celebration through a comprehensive markeitng campaign while encouraging local business participation. | i. Develop a comprehensive event marketing plan. | See event budget. | Marketing Staff |
| | ii. Continue to encourage local business participation. | N.A. | Marketing Staff |

# TACTICS/BUDGET

## 4. DOWNTOWN ENVIRONMENT: EXTERIOR CONDITION OF BUILDINGS/ VISUAL APPEARANCE

| OBJECTIVES | TACTICS | FY17/18 BUDGET | WHO'S MANAGING |
|---|---|---|---|
| 1. To enhance a sense of place in the downtown area focusing on the creative experience. | i. Use merchant meetings to continue to educate business and property owners about "good" display tactics for storefronts, windows and code compliance in newsletters and flyers. Communicate with businesses and property owners regarding available grants. | N.A. | Marketing Staff |
| | ii. Attend all Creative Arts Council (CAC) meetings. | N.A. | ED Manager & Marketing Staff |
| | iii. Collaborate with the CAC and write and distribute press releases on all news-worthy projects and programs implemented by the CAC. | N.A. | Marketing Staff |
| | iv. Promote the Atrium Art Gallery. | N.A. | Marketing Staff |
| 2. To communicate the status of downtown redevelopment projects with local businesses and residents. | i. Capitalize on City Center progress via press releases and/or digital updates (newsletters/social media). | N.A. | Marketing Staff |
| | ii. Include status updates in monthly business insider and weekly consumer newsletters regarding all redevelopment projects, news and information. | | Marketing Staff |
| 3. To work with the commnity development department in researching the applicability of establishing an Art in Public Ordinance for downtown Dania Beach. | i. Set up a preliminary meeting to discuss the feasibility and parameters of establishing an Art in Public Places ordinance for the downtown. | N.A. | All Staff & Community Development Staff |

# CITY OF DANIA BEACH

## Agenda Request Item

**Type of Request:** Staff Report

**Continued from:**

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

| **Purchasing Requests ONLY** | | |
|---|---|---|
| Dept: | Acct #: | Amt: |
| Fund: | | |

| **Fiscal Impact/Cost Summary** |
|---|
| |

| **Exhibits Attached** |
|---|
| CRA Revised Calendar of Events |

**UPCOMING EVENTS AND ACTIVITIES CALENDAR OF EVENTS**

## SEPTEMBER 2017

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|---|---|---|---|---|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 ~~Merchant Meeting~~ Rescheduled | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 ~~9:00 –PATCH Celebration Garage Sale Games etc.~~ |
| 17 | 18 | 19 4:00 – Creative Arts Council | 20 | **21** ~~11:00 – Annual Business Luncheon~~ | 22 | 23 9:00 –PATCH Celebration Garage Sale Games etc. |
| 24 | 25 | 26 **6:00 pm – CRA Board Meeting** | 27 | 28 6:00 –Neighborhood Ambassador Event – Star Maritime Training Center | 29 ASC Planning Meeting 10:00am | 30 |
| | = CRA Sponsored Community and Business Events | | | | | |

**UPCOMING EVENTS AND ACTIVITIES**

## OCTOBER 2017

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|---|---|---|---|---|
| 1 | 2 | 3 ED Interviews | 4 ED Interviews | 5 | 6 | 7 |
| 8 | 9 | 10 CRA Board MT | 11 | 12 11:00am – Merchant Meeting Event | 13 | 14 |
| 15 | 16 | 17 4:00pm – Creative Arts Council | 18 FRA | 19 FRA | 20 FRA | 21 9:00am –PATCH Event |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

November 2017

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 Annual Business Luncheon Nova Oceanographic Center-**Tentative** | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | | |
| | | | | | | |

## UPCOMING WORKSHOP EVENTS AT THE PATCH

| Presenter | EMAIL | Date | Topic |
|---|---|---|---|
| Brielle Murch | bmurc001@fiu.edu | 9/23/2017 | Worm Composting |
| Bonny Hadjucko<br>Andres | bcfbbonny@yahoo.com]<br>andres@thefuturefarms.com | 10/21/2017 | Hay Bale Gardening Gro-Bags |
| John Coldwell | john@theurbanbeekeepers.com | 11/18/2017 | Beekeeping Workshop |
| Chris | chriscaresorchids@gmail.com | 12/16/2017 | Orchid Tips and Sales |