

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, OCTOBER 10, 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.
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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. ADMINISTRATIVE REPORTS

4. PRESENTATIONS

5. CONSENT AGENDA

- 1. Minutes:
 - Approve Minutes of September 12, 2017 CRA Board Meeting
 - Approve Minutes of September 26, 2017 CRA Special Meeting
 - Approve Minutes of September 29, 2017 CRA Workshop - Arts & Seafood Celebration
- 2. Travel Requests:

Request from CRA Chairman Tamara James to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 18-20, 2017 (estimated cost \$691.18)

Request from Interim CRA Director Kathleen Weekes to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 17-20, 2017 (estimated cost \$827.00)

Request from Economic Development Director Dan Murphy to attend the Florida Redevelopment Association 2017 Annual Conference in Daytona Beach, Florida on October 17-20, 2017 (estimated cost \$845.03)

Request from Emily Safran, PATCH Market Manager, to Attend FAB (Fresh Access Bucks) Training in Winter Park, Florida on October 23-25, 2017 (estimated cost \$213.29)

3. Approve Redevelopment Management Associates Invoice #4018, for the City Center Project RFQ, in the amount of \$3,436.50

6. PROPOSALS AND BIDS

7. DISCUSSION AND POSSIBLE ACTION

1. DBCRA Strategic 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

8. BOARD MEMBER COMMENTS

9. ADJOURNMENT

MINUTES OF MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, SEPTEMBER 12, 2017 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 6:00 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Member:	Bobbie H. Grace
Interim Director:	Kathleen Weekes
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Absent:

Board Members:	Chickie Brandimarte Marco A. Salvino, Sr.
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2. Citizen Comments

Craig Urbine, 38 SW 5 Street, spoke of a zoning change in his neighborhood in 2010, related to mixed use property.

Vice-Chairman Harris noted he addressed the issue with Marc LaFerrier, Director of Community Development, and he was going to look into what would be required to reverse it.

Janet & Terrell McCombs, 41 SW 5 Street, spoke of a zoning change in 2010, which went before the Planning & Zoning Board. She requested to know how residents were notified of the change. The property she is interested in is at 22 SW 6 Street, which was included in the 2010 rezoning.

3. Presentations

3.1 Downtown Dania Beach market Analysis September 2017 by Redevelopment Management Associates

3.2 DBCRA Marketing Plan presented by Redevelopment Management Associates

Both presentations by Redevelopment Management Associates were postponed until a Special meeting on September 26, 2017 at 6:00 p.m. due to Hurricane Irma.

4. Consent Agenda

- 4.1 Minutes:
Approve Minutes of August 22, 2017 CRA Board Meeting
- 4.2 Travel Requests: None
- 4.3 Authorization to pay Redevelopment Management Associates \$5,037.50 for Invoice #4032, and \$450.00 for Invoice #4017
- 4.4 Request to contract with Kimley Horn Services, for Economic Development Projects, in an amount not to exceed \$5,000.00
- 4.5 Approve Commercial Property Improvement Grant Program Application for Barbee Jo Collectibles, located at 60 N. Federal Highway, in an amount not to exceed \$13,000.00
- 4.6 RESOLUTION #2017-CRA-003

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH WEISS, SEROTA, HELFMAN, COLE & BIERMAN, P.L. TO PROVIDE LEGAL SERVICES AS SPECIAL COUNSEL TO THE CRA; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4.7 RESOLUTION #2017-CRA-004

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITHOUT COMPETITIVE BIDDING WITH REAL TIME MARKETING GROUP (RTMG) TO PROVIDE DIGITAL MARKETING SERVICES TO PROMOTE THE DANIA BEACH CRA DISTRICT, IN AN AMOUNT NOT TO EXCEED \$28,200.00 FOR FISCAL YEAR 2017-2018; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4.8 RESOLUTION #2017-CRA-005

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, AUTHORIZING THE PROPER CRA OFFICIALS TO EXECUTE AN AGREEMENT WITH REDEVELOPMENT MANAGEMENT ASSOCIATES, LLC (RMA) WITHOUT COMPETITIVE BIDDING IN AN AMOUNT NOT TO EXCEED TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00) TO PROVIDE PUBLIC-PRIVATE CONSULTING SERVICES FOR THE CITY CENTER PROJECT AND FURTHER AUTHORIZES THE CRA TO EXCEED THE ANNUAL VENDOR THRESHOLD OF TWENTY-FIVE THOUSAND DOLLARS (\$25,000.00) FOR FISCAL YEAR 2017-2018, PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

4.9 RESOLUTION #2017-CRA-006

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE COMMUNITY REDEVELOPMENT AGENCY (“CRA”) OF THE CITY OF DANIA BEACH, FLORIDA, APPROVING THE CRA FINANCING AND IMPLEMENTATION PLAN AND ADOPTING THE FINAL ESTIMATES OF REVENUE AND EXPENDITURES FOR THE FISCAL YEAR COMMENCING ON OCTOBER 1, 2017, AND ENDING ON

SEPTEMBER 30, 2018; APPROPRIATING FUNDS AS MAY BE NEEDED OR DEEMED NECESSARY TO DEFRAY ALL EXPENDITURES AND LIABILITIES OF THE CRA FOR SUCH FISCAL YEAR; PROVIDING FOR CONFLICTS; FURTHER, PROVIDING FOR AN EFFECTIVE DATE.

Board Member Grace motioned to approve the Consent Agenda; seconded by Vice-Chairman Harris. The motion carried on the following 3-0 Roll Call vote:

Board Member Brandimarte	Absent	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Absent		

Board Member Grace questioned the budget, in particular adding money in for the Arts & Seafood Festival and repayment of the loan to Broward County.

Interim Director Weekes noted the debt service amount has to be left in until we are notified by the County that the loan has been converted to a grant. She explained the future steps necessary to accomplish this.

Interim Director Weekes said she estimated \$140,000 for the Arts & Seafood Celebration; she wants to reschedule the workshop with the CRA Board and organizations to discuss the 2018 celebration.

Dan Murphy, Economic Development Manager gave an update on façade grants.

Board Member Grace questioned sprucing up Federal Highway through partnerships with the businesses.

Mr. Murphy noted the focus of the Merchant Meetings is a basis for having the businesses upgrading themselves.

Steven Casper, 34 S Federal Highway, agreed the buildings on Federal Highway need to be spruced up. He asked what happened to the trees that were supposed to be planted in front of The Place at Dania Beach. He said we are building too many vanilla buildings; there is nothing exciting.

5. Proposals and Bids

There were no proposals on this agenda.

6. Discussion and Possible Action

- 6.1 Redevelopment Management Associates 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

Board Member Grace motioned to continue the proposal from Redevelopment Management Associates 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 until the Special September 26, 2017 CRA Board Meeting at 6:00 p.m.; seconded by Vice-Chairman Harris. The motion carried unanimously.

6.2 CRA Executive Director Recruitment Update

Kathleen Weekes, Interim CRA Director, noted Human Resources and CRA staff will make phone calls to the four candidates prior to CRA Board interviews. She would like to schedule the interviews as soon as possible.

Board Member Grace noted CRA staff had the same candidates as she. She wants questions during the phone calls to include: willingness to relocate to the City of Dania Beach, full knowledge that this is a CRA moving in the right direction, assurance that all of the projects in place will move forward, awareness that City Hall needs to be upgraded or torn down and rebuilt, and willingness to work with a grant writer hand in hand to obtain funding. They have to be able to hit the ground on day one.

The City Clerk will schedule a date during the second week in October for CRA Board interviews.

7. Administrative Reports

Interim Director Weekes reported: the PATCH neighborhood garage sale is postponed until September 23rd, we are on schedule for the Business Luncheon on September 21st, the Neighborhood Ambassador event is on schedule for September 28th, the Streetscape Conceptual Plan will be presented to the Board on October 10, and the City Center RFQ closes on September 22nd.

8. Board Member Comments

Board Member Grace complimented the Commission Members in the Chamber for being hurricane ready. She noted Texas residents need help. She also noted we have an abundance of water to assist our neighbors west of I-95.

Chairman James thanked everyone for attending the meeting tonight.

City Attorney Ansbro advised he reached out to lobbyist Josh Gaboton to assist with FEMA through the end of September, and he agreed to add these services to his contract.

Board Member Grace motioned to amend the Gaboton contract at no additional cost; seconded by Vice-Mayor Harris. The motion carried unanimously.

9. Adjournment

Chairman James adjourned the meeting at 6:46 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

MINUTES OF SPECIAL MEETING
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
TUESDAY, SEPTEMBER 26, 2017 – 6:00 P.M.

1. Call to Order/Roll Call

Chairman James called the meeting to order at 6:00 p.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr.
Interim Director:	Kathleen Weekes
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

Board Member Grace felt the CRA Board should have been consulted before adding another applicant to the list to be interviewed for Executive Director. She wanted to know who approved it, and said she does not want to work with people who are not team players. She does not like the way it was done while she was out of town. The person was not originally on the list, and the Acting Chair should have called her to add another person to the list of interviewees. She stated this is unacceptable and if you do not want her on the Board, ask her to leave.

City Attorney Ansbro noted a Board Member asked to include another person on the list.

Board Member Salvino explained how and why he asked to include two additional people.

Board Member Grace said this should have been brought back to the Board, as the proper way to do it.

Board Member Grace motioned that Mr. Maxwell be removed from the list.

Chairman James noted Board Member Grace was delegated to select her four; that is what she told the City Manager. It was unanimously voted by the Board to go with Board Member Grace's selection.

Board Member Grace noted she did not do this on her own; she worked with Interim Director Weekes, Economic Development Manager Murphy and HR Generalist Milligan. She was surprised they all came up with the same people. She said some people just want to do what they want to do, but whatever the Board decides, she is telling them watch it.

Board Member Salvino apologized, he did not mean to create a problem or go behind someone's back; he just made a suggestion.

Board Member Brandimarte seconded the motion. The motion carried on the following 5-0 Roll Call vote:

Board Member Brandimarte	Yes	Vice-Chairman Harris	Yes
Board Member Grace	Yes	Chairman James	Yes
Board Member Salvino	Yes		

Interim Director Weekes noted interviews for the CRA Executive Director position have been scheduled for Tuesday, October 3, 2017 beginning at 10:00 a.m. The Board will be provided with scripted questions to ask all the candidates. She asked the Board if they preferred a ranking system or scoring system.

Board Member Grace noted a ranking system would be preferred. She also wants the Board to ask questions on how the City will move forward and if the applicant will live in Dania Beach.

The consensus was to use a ranking system (1-4).

2. Citizen Comments

There were no citizen comments at this meeting.

3. Presentations

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

Kona Gray, Principal with EDSA, reviewed the updated Dania Beach Conceptual Streetscape Design, which is attached to and incorporated into these minutes. This project is being done in cooperation with the City's Public Services and Community Development Departments to help redefine the downtown area and layout for a safe, practical pedestrian and vehicular traffic experience.

Board Member Grace said she is impressed; this is what we want for Dania Beach.

Board Member Salvino questioned how long it would take and how much it would cost.

Marc LaFerrier, Director of Community Development, responded these streets are good candidates for MPO projects, and will be brought forward to the Commission in October for approval. The cost is \$1-2 million for each street.

Board Member Grace asked if we could earmark Oasis money for this project. Community Development Director LaFerrier said yes, the Commission can budget the money toward the project.

Board Member Brandimarte said she does not want to borrow money.

- 3.2 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

Chris Brown, RMA, noted we did not receive any responses to the City Center RFP. He briefly reviewed the three times the City went out to bid for this project. This was a bold proposal to ask for the construction of a City Hall as part of the development. He wants to review the RFP and talk to developers who did not respond to it. Perhaps there could be a future Board discussion regarding going out for bid again.

Chairman James said her priority is not to move forward with this; we need a redeveloped City Hall and she wants individual meeting rooms.

Board Member Brandimarte does not support residences near the railroad tracks.

Vice-Chairman Harris questioned if we could move the location of City Hall. We could buy land and build somewhere else.

The Board consensus was to bring this back for discussion on October 10th.

Sarah Blake, Marketing Manager, reviewed the marketing overview and accomplishments for FY 2016-2017.

Sharon McCormick, RMA, reviewed the marketing plan and opportunities that are available for next year.

Mayor James asked that this item be continued until the October 10th meeting due to the time constraint.

4. Consent Agenda

4.1 Minutes: None

4.2 Travel Requests: None

5. Proposals and Bids

There were no proposals on this agenda.

6. Discussion and Possible Action

There were no discussion items on this agenda.

7. Administrative Reports

7.1 CRA Revised Calendar of Events

8. Board Member Comments

There were no comments at this meeting.

9. Adjournment

Chairman James adjourned the meeting at 6:56 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

MINUTES OF WORKSHOP MEETING
6TH ANNUAL ARTS & SEAFOOD CELEBRATION 2018
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
FRIDAY, SEPTEMBER 29, 2017 – 10:00 A.M.

Interim Director Kathleen Weekes called the meeting to order at 10:03 a.m.

Present:

Chairman:	Tamara James
Vice-Chairman:	Bill Harris
Board Members:	Chickie Brandimarte
	Bobbie H. Grace
	Marco A. Salvino, Sr. – arrived at 10:45 a.m.
Interim Director:	Kathleen Weekes
City Attorney:	Thomas Ansbro
CRA Secretary:	Louise Stilson

1. Opening remarks by the Acting Interim CRA Executive Director

Proposed Event Dates: April 21-22, 2018

Interim Director Weekes followed a PowerPoint presentation, which is attached to and incorporated into these minutes.

Commissioner Grace questioned the cost and sponsorships.

Interim Director Weekes responded last year sponsorships amounted to \$28,000.00 cash and upwards of \$40,000.00 in-kind. The budget for this year is \$140,000.00; however, we may not use all these funds. There appears there will be no organization that will take over the event. If the CRA does the production, the first thing needed is sponsorships.

Board Member Grace said we have the opportunity to make this bigger and better this year. It is still early; Interim Director Weekes needs to reach out for more revenue, at least another \$20,000.00.

Chairman James suggested sending sponsorship letters from the CRA Board; it would be more personal and people should respond.

Dan Murphy, Economic Development Manager, noted we need to look for a major sponsor, and since the event is a known quantity now, we need a professional to sell major sponsorships. He would approach both local and major sponsors.

Vice-Mayor Harris confirmed Standing Ovations' fee was \$38,000.00 last year. He questioned giving comparable funds to local organizations to do the same work. Interim Director Weekes concurred.

Interim Director Weekes noted they will put a letter together to send to developers that shows unified support from the Board.

Jessica Lizana, Dania Beach Press, questioned how someone with other jobs to perform would manage sponsorships. She felt there should be a specific sponsorship person.

Interim Director Weekes responded it is a specialized field, and she will be happy to speak to anyone who has this ability. Sponsorship finders work on a commission or stipend basis.

Board Member Brandimarte said to talk of hiring someone is out of the question; we need to cut back on the cost of the event.

Board Member Brandimarte mentioned the t-shirt and asked how much the artist was paid for the design. Interim Director Weekes responded we pay the artist \$400 to design the poster. Board Member Brandimarte added that artists do not do well at the event. We have had high priced vendors for this event; we need food trucks and prices for our residents. She feels that if this event is going to cost taxpayers every year we would be better not to have the event and just have a seafood festival.

Chairman James said people who think they are bigger than the event should not be involved; we have local talent.

Interim Director Weekes noted the big name entertainment is what draws the crowd.

Chairman James commented people will come because of the event, not the big name. If we bring in a big name, we need to charge admission. The only way to make money is to charge admission.

Interim Director Weekes would recommend a national band if we charge admission, and fence in the park.

Nicki Satterfield, Director of Finance, noted you will struggle if you charge admission and do not bring down the price of food, and not let people bring in coolers and food.

Bo Donly, 354 SE 6th Street, stated if we radically change the product, we should change the name too.

Interim Director Weekes concurred.

There was discussion on the sand sculpture, making it smaller and having more children's activities.

Finance Director Satterfield questioned whether consideration has been given to making it a one-day event.

Board Member Grace favored two days.

Interim Director Weekes noted crafters do well, but fine artists do not.

Board Member Grace said there are not a lot of seafood vendors at the Seafood Festival.

Board Member Salvino arrived at 10:45 a.m.

Board Member Grace commented we need to get quality food vendors.

Interim Director Weekes noted she will provide information on the food vendor charge.

Finance Director Satterfield explained how the food vendors worked in past years and how the food concessionaire worked this year.

Chairman James said either this is going to be a community benefit, or we give it to somebody else to run.

Board Member Brandimarte does not want to keep losing money on the event.

Interim Director Weekes noted the purpose of the event in 2013 was so that people would come in and see who we are; it was a family event. The Board agreed for the City to pay for the event, but hoped eventually it would pay for itself. Now it is hard because we try to provide the public with the best of everything.

Board Member Salvino felt if we let the concessionaire pay us, maybe on our own side we could rent spaces to the locals. The few dollars we make could help the locals contribute towards the event. Otherwise, if we outsource the whole thing, we will fence the area and charge an admission fee. We have to spend money on advertising; if you do not advertise, you will not get anyone to come.

Board Member Salvino questioned if we could ask for donations from local vendors to raffle to raise money.

Interim Director Weekes addressed elements that the City still needs support with to handle the event. We need to find local groups that can help, which would cut Standing Ovations' budget. We want the Lions Club to take over the four bars.

Chairman James said her organization could do that and give the money to the City.

There was discussion about keeping the money from the sale of alcohol. The Lions keeps all the money; they do not give it to the City as they are selling for their own fundraising.

Linda Wilson, 1547 Adams Street, Hollywood, said this is a premier event for the City, and we should look at what has come to the City because of the exposure and marketing of the event. The City is making money from the developers and we should not be short-sighted about the value of the event. She felt the City departments should bid on the job, just like other vendors.

Board Member Brandimarte commented we do not have anything to offer as we are not a destination; we will be in the future, but not now. A 2-day event does not put you on the map.

City Attorney Ansbro advised Staged Right Events is not allowed to do business with the City.

Interim Director Weekes noted if we decide to have the event, we can have Standing Ovarations handle the key elements. We can put out an RFQ in December for future events, as we are currently behind if we are doing the event this year. There is a grant coming up in December through Broward County and we will look into submitting for it.

Chairman James said we have the event in the budget and we need to move forward.

Ms. Lizana added April is not a good time to have the event. October or November is a better time and there are no major events happening until the Motorcycle Show in January.

Interim Director Weekes noted perhaps we could look at changing the date in 2019; however, we need to get started if we are doing it in 2018. In order to move forward, she needs confirmations on a letter from the Board for sponsorships and on the bars.

Board Member Grace said she does not want to wait until the next meeting to decide the plan. Interim Director Weekes should draft a letter to send to Broward County Mayor Barbara Sharief, Dania Pointe, AMO, Morrison Hotel, and the marine industry asking for sponsorships.

Interim Director Weekes noted she will look at setting things up, and shaving costs. She will provide a report at the next meeting in October.

3. Adjournment

Interim Director Weekes adjourned the meeting at 11:33 a.m.

ATTEST:

COMMUNITY REDEVELOPMENT
AGENCY

LOUISE STILSON, CMC
CRA SECRETARY

TAMARA JAMES
CHAIRMAN – CRA

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)

Approve requests for travel

Purchasing Requests ONLY

Dept:

Acct #:

Amt:

Fund:

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from Acting Interim Executive Director for FRA Conference Travel, Tamara James Travel Request, Kathleen Weekes Travel Request, Dan Murphy Travel Request, Memo from Acting Interim Executive Director for PATCH Market Manager Travel, Emily Safran Travel Request

Memo

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Interim Executive Director
CC:
Date: 10/10/2017
Re: **CRA Travel Requests for the Florida Redevelopment Association Conference**

Background

As you are aware, the Florida Redevelopment Association (FRA) conference provides great opportunity for redevelopment professionals to gain valuable knowledge pertaining to redevelopment and economic development issues that are directly applicable to their Cities. Dania Beach is no exception and has benefitted from conference attendance over the years. This year CRA Board Members Tamara James Chair and Bill Harris Vice-Chair are attending the conference. In addition the Acting Interim CRA Executive Director and the Economic Development Manager will be in attendance as well. I am asking for a motion to approve travel requests in the amount of \$2,363.18 from CRA Budget line item 106-52-01-552-40-10.

Travel requests are as follows:

CRA Board Member James- \$691.18

CRA Acting Interim Executive Director Weekes- \$827.00

CRA Economic Development Manager Murphy- \$845.00

Total- \$2,363.18

Action requested:

Motion to approve travel requests for CRA Board members, James, Harris, as well as CRA staff Weekes and Murphy in an amount of \$2,363.18

CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Tamara James
DEPARTMENT: CRA Board
LOCATION: Daytona Beach, Florida
TRIP/TRAINING DATE: October 18 - 20, 2017
PURPOSE: 2017 FRA Conference

CHECK ONE ☐ Certification
☒ General Training
☐ License
☒ Other

Note any overnight or out of state travel events attended in the last 12 months:

FLC Legislative Action Days, Tallahassee, FL, Mar 22-23, 2017
 FLC IEMO Training, Tampa, FL, Jun 1-4, 2017
 FLC Conference, Orlando, FL, Aug 16-20, 2017

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Lodging (2 nights @ \$145.00)	Hilton Daytona Beach Oceanfront Resort	\$ 290.00
Parking (Self/Valet - \$17/\$24)	Estimate	\$ 48.00
Per Diem (M&IE) Allowance	M&IE	\$ 88.50
TOTAL EXPENSES		\$ 426.50

MILEAGE DETAIL - PERSONAL VEHICLE (attach MapQuest or Google Maps mileage calculation)		
Departure/Destination	Standard Mileage Calculation	
Departure City: Dania Beach, FL	Cost per Mile	Round Trip Mileage
Destination City: Daytona Beach, FL	0.535	495.0
TOTAL MILEAGE CALCULATION		\$ 264.68

TOTAL ESTIMATED TRAVEL COST **\$ 691.18**

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Tamara James		
Finance Director (print)	Signature	Date
Nicki Satterfield		10/2/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens		10/17/17

Stevens, Tania

From: Kisha Payen <kishapayen@gmail.com>
Sent: Tuesday, October 03, 2017 11:25 AM
To: Stevens, Tania; Payen, Kisha
Subject: Fwd: Your 18 Oct 2017 Confirmation #3376134363

----- Forwarded message -----

From: Hilton Hotels & Resorts Confirmed <hiltonhotels&resorts@res.hilton.com>
Date: Tue, Oct 3, 2017 at 11:20 AM
Subject: Your 18 Oct 2017 Confirmation #3376134363
To: "kishapayen@gmail.com" <kishapayen@gmail.com>

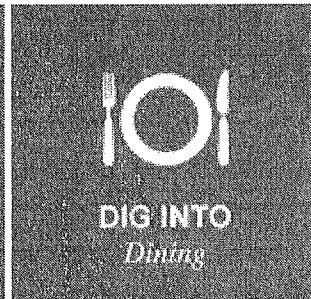


Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach,
FL 32118
T: 1 386-254-8200

Oct. 18, 2017 – Oct. 20, 2017
Confirmation Number: 3376134363


UPDATE

Tamara James,
see you on Oct 18, 2017...





FOR YOUR
Convenience

Tamara James,

we'll see you on Oct 18, 2017



TAMARA JAMES
ENJOY A SPECIAL ROOM
UPGRADE FOR ONLY **\$25**

[SHOW MY CUSTOM UPGRADE](#)



Your Room Information:

2 QUEEN BEDS OCEANFRONT,
Non-Smoking

Rooms:	1
Guests:	1 Adult
Check In:	Oct 18 4:00 PM
Check Out:	Oct 20 11:00 AM

*Free Cancellation: If your plans change, let us know by Oct 15 to avoid being charged for the first night.**

Your Plan Information:

FL REDEVELOPMENT ASN

Rate per night : 145.00 USD

Total for Stay per Room

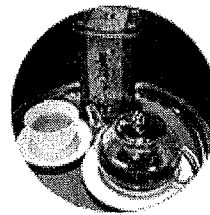
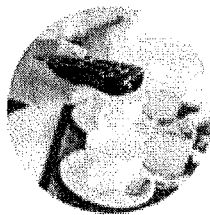
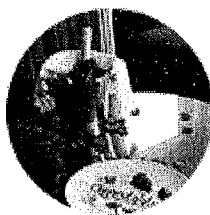
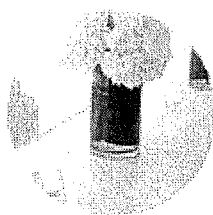
Rate: 290.00 USD

Taxes: 36.25 USD

Total: 326.25 USD

Total for Stay : 326.25 USD

The comforts of home even when you're away.



We want to make sure your arrival is the perfect beginning to a relaxing stay, so let us prepare your room ahead of time with any extra touches that would make it feel more like home*.

CUSTOMIZE YOUR STAY

STOP CLICKING AROUND

LET YOURSELF IN WITH DIGITAL KEY

*Not available at all hotels.

GET THE APP

Rate Rules and Cancellation Policy:

- Your reservation is guaranteed for late arrival.
- If your plans change please let us know – it's free to cancel or update your reservation by 11:59pm local hotel time on Oct 15, 2017.

Comments & Requests:

TILL AFTER MIDNIGHT POSSIBLY EARLY AM IN 10-19:LATE ARRIVAL:

Additional Information:

Tax:

- 12.50% per room per night

Valet parking: 24.00/night

Self parking: 17.00/night

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If you use a debit/credit card to check in, a hold may be placed on your card account for the full anticipated amount to be owed to the hotel, including estimated incidentals, through your date of check-out and such hold may not be released for 72 hours from the date of check-out or longer at the discretion of your card issuer. [Click here](#) to modify or cancel your reservation.

Any change to the arrival date, departure date or room type of this reservation is subject to the hotel's availability at the time the change is requested and may result in a possible rate change or an additional fee. For example, shortening or lengthening your reservation is subject to availability and may not be possible at a later date. For more information, please [click here](#) to see all the rules and restrictions.

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Hilton Reservations and Customer Care |

City of Dania Beach
Travel Per Diem Calculator

Traveler Name: Tamara James

Description of Trip: 2017 FRA Conference

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 59.00

Destination: Daytona Beach, Florida

First Date of Travel 18-Oct-17

Last Date of Travel 20-Oct-17

	Travel		Travel				
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date			18-Oct-17	19-Oct-17	20-Oct-17		
Breakfast 15%				\$ -			
Lunch 35%				\$ -			
Dinner 50%				\$ -			
Total Daily total =			\$ 44.25	\$ -	\$ 44.25		

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Breakfast 15%							
Lunch 35%							
Dinner 50%							
Total Daily total =							

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 44.25

Total Per Diem Due to Traveler \$ 88.50

Meal Exclusions		
Date	Meal Provided	Amount
19-Oct-17	Breakfast	\$ 8.85
19-Oct-17	Lunch	\$ 20.65
19-Oct-17	Dinner	\$ 29.50

FY 2018 Per Diem Rates for Daytona Beach, Florida

(October 2017 - September 2018)

October 2017 - September 2018 The following rates apply for **Daytona Beach, Florida**

Primary Destination (1, 2)	County (3, 4)	2017			2018								M&IE	
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	(5)
Daytona Beach	Volusia	\$97	\$97	\$97	\$97	\$131	\$131	\$108	\$108	\$108	\$108	\$97	\$97	\$59

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.

Meals and Incidental Expenses (M&IE) Breakdown

Choose one of the headings below to get meals and incidental expense rates (M&IE) for federal travelers.

Find total M&IE for travel in the continental U.S.

Find M&IE breakdown by meal for travel in the continental U.S.

M&IE Breakdown

M&IE Total (1)	Continental Breakfast/ Breakfast (2)	Lunch (2)	Dinner (2)	Incidental Expenses	First & Last Day of Travel (3)
\$51	\$11	\$12	\$23	\$5	\$38.25
\$54	\$12	\$13	\$24	\$5	\$40.50
\$59	\$13	\$15	\$26	\$5	\$44.25
\$64	\$15	\$16	\$28	\$5	\$48.00
\$69	\$16	\$17	\$31	\$5	\$51.75
\$74	\$17	\$18	\$34	\$5	\$55.50

1. This table lists the full daily amount federal employees receive for a single calendar day of travel when that day is neither the first nor last day of travel.
2. The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.
3. This column lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Find M&IE breakdown by meal for foreign and outside the continental U.S. (OCONUS) travel

The shortcut to this page is www.gsa.gov/mie.

For all travel policy questions, email travelpolicy@gsa.gov.

RATE THIS PAGE

***Florida Redevelopment Association
2017 Annual Conference
Tentative Program
October 17-20, 2017
Hilton Daytona Beach Resort/Ocean Walk Village

www.redevelopment.net***

Conference At-A-Glance

Tuesday - October 17, 2017

- 3:00 p.m. **Board of Directors Meeting**
Coquina GH
- 5:45 p.m. **Early Bird and New Member Get Together**
McCoy's Rum Bar

Wednesday - October 18, 2017

Travel Day

- 7:30 a.m. **Coffee at Registration**
Coquina Pre-Function North
- 7:30 a.m. **Registration Desk Open**
Coquina Pre-Function North
- 7:45 a.m. **Mobile Tours**
North Tower Lobby Entrance
- 8:00 a.m. **CRA Board Training**
Ponce de Leon
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**
Coquina DE
- 11:00 a.m. **Exhibit Hall Open**
Coquina DE
- 12:45 p.m. **Welcome Plenary Session and Keynote Presentation**
Coquina ABC
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 2:15 p.m. **Understanding Bank CRAs for Florida's CRAs**
Coquina F
- 2:15 p.m. **Paving Your Way to Redevelopment**
Coquina G
- 2:15 p.m. **Integrating Light Manufacturing**
Coquina H
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 3:30 p.m. **Plenary Session and Legislative Update**
Coquina F
- 4:45 p.m. **Communicating and Measuring CRA Success**
Coquina F

6:00 p.m. **Reception in the Exhibit Hall**
Coquina DE

Thursday - October 19, 2017

7:00 a.m. **Registration Desk Open**
Coquina Pre-Function North

7:00 a.m. **Continental Breakfast in the Exhibit Hall**
Coquina DE

7:00 a.m. **Exhibit Hall Open**
Coquina DE

8:00 a.m. **Hospitals, Healthcare and Redevelopment**
Coquina F

8:00 a.m. **Brownfields Redevelopment as a Catalyst**
Coquina G

8:00 a.m. **Redevelopment Tales from the Trenches**
Coquina H

9:15 a.m. **Forging Bank Partnerships for the Success of Your CRA**
Coquina F

9:15 a.m. **Doing Well by Doing Good: Using Water Quality Improvement in Redevelopment Projects**
Coquina G

9:15 a.m. **Economic Success Using Branding, Marketing and Social Outreach**
Coquina H

10:15 a.m. **Refreshment Break in the Exhibit Hall**
Coquina DE

10:30 a.m. **Creating Destination Playgrounds by Leveraging Both Public and Private Funding**
Coquina F

10:30 a.m. **CRA Master Planning: A Story of Two Communities from Vision to Implementation**
Coquina G

10:30 a.m. **CRA Extension: A Small Town Experience**
Coquina H

11:30 a.m. **Luncheon in the Exhibit Hall**
Coquina DE

1:00 p.m. **Plenary Session and Keynote Presentation**
Coquina ABC

2:15 p.m. **Refreshment Break**
Coquina Pre-Function North

2:30 p.m. **Who's Hungry: The Food Industry and Community Development**
Coquina F

2:30 p.m. **Engaging the Underserved Community**
Coquina G

2:30 p.m. **Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!**
Coquina H

3:30 p.m. **Refreshment Break**
Coquina Pre-Function North

3:45 p.m. **Selling City Property as a Catalyst for Redevelopment**
Coquina F

- 3:45 p.m. **Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration**
Coquina G
- 3:45 p.m. **Community Partners for Workable Visionary Projects**
Coquina H
- 6:30 p.m. **Awards and Academy Graduation Dinner**
Coquina ABC

Friday - October 20, 2017

Travel Day

- 7:30 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**
Coquina D
- 10:30 a.m. **Plenary Session and Keynote Presentation**
Coquina F
- 12:00 p.m. **Adjourn**

Exhibitors and Sponsors

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PNC Bank
Southeast Overtown/ Park West CRA
Terracon Consultants, Inc.

Burkhardt Construction, Inc. - Booth #15, Event Sponsor

(561) 659-1400

Contact: Marc Kleisley

marc@burkhardtconstruction.com

Website: www.burkhardtconstruction.com

Construction management and design build services for streetscape and public space beautification projects.

Calvin, Giordano & Associates, Inc. - Booth #14, Gold Sponsor

(954) 921-7781

Contact: Shelley Eichner

seichner@cgasolutions.com

Website: www.cgasolutions.com

A comprehensive approach to building code services, engineering, government services, landscape architecture, planning and surveying.

Chen Moore and Associates - Booth #1

(954) 730-0707

Contact: Peter Moore, P.E.

pmoore@chenmoore.com

Website: www.chenmoore.com

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

FINFROCK - Booth #25

(407) 293-4000

Contact: Gail Kroll

gkroll@finfrock.com

Website: www.finfrock.com

Vertically integrated design-builder delivering buildings as a product rather than a series of services.

Florida Community Loan Fund - Booth #11, Silver Sponsor

(407) 246-0846

Contact: Nelson Black

info@fclf.org

Website: www.fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

Florida League of Cities - Booth #6

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

Website: www.floridaleagueofcities.com

Nationwide leader of service to local government.

GAI Consultants/Community Solutions Group - Booth #30, Gold Sponsor

(321) 319-3133 o- (407) 423-8398

Contact: Tom Kohler

t.kohler@gaiconsultants.com

Website: www.gaiconsultants.com/communitysolutions

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning and economics.

Lewis, Longman & Walker, P.A. - Silver Sponsor

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: www.llw-law.com

Legal services: Redevelopment, Environmental, Land Use, Permitting, Zoning, Real Estate

Neighborhood Lending Partners - Booth #19

(813) 879-4525

Contact: Debra Reyes

dreyer@nlp-inc.com

Website: www.nlp-inc.com

Flexible innovative financing and services to create inclusive and sustainable neighborhoods.

Neighborly Software – Booth #23

(703) 864-7231

Contact: Jason Rusnak

jason.rusnak@neighborlysoftware.net

Website: www.neighborlysoftware.com

Hosted software that automates the enrollment, administration and reporting of housing, economic and community development programs.

Playmore Recreational Products and Services - Booth#16

(239) 340-8184

Contact: Luke Russell

info@playmoreonline.com

Website: playmoreonline.com

Playground and park equipment.

PNC Bank - Silver Sponsor

(561) 803-9946

Contact: Monclaude Nestor

monclaude.nestor@pnc.com

Website: www.pnc.com

Community development lending and investments, financial education.

RMA - Booths #13, 18

(954) 695-0754

Contact: Kim Briesemeister

kim@rma.us.com

Website: www.rma.us.com

Full service economic development, planning, redevelopment firm providing staffing and consulting

Related Companies - Booth #29, Event Sponsor

(646) 483-6984

Contact: Gopal Rajegowda

grajegowda@related.com

Website: www.related.com

Developer.

S&ME, Inc. - Booth #12, Gold Sponsor

(407) 975-1273

Contact: John Jones

jjones@smeinc.com

Website: www.smeinc.com

Formerly Littlejohn, an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture

Southeast Overtown/Park West CRA - Booth #3, Silver Sponsor

(305) 679-6800

Contact: Jonelle Adderley

jadderley@miamigov.com

Website: www.seopwcia.com

Community redevelopment agency

Sternberg Lighting - Booth #17

(815) 341-2275

Contact: Mark Dean

mdean@sternberglighting.com

Website: www.sternberglighting.com

Decorative and functional outdoor pole mounting lighting fixtures

Terracon Consultants, Inc. - Booth #20, Silver Sponsor

(813) 321-0311

Contact: Judi Weaver

Judi.weaver@terracon.com

Website: www.terracon.com

Engineering firm providing environmental consulting, geotechnical engineering, materials testing and facilities services.

Underground Refuse Systems, Inc. - Booth #2

(407) 944-9000

Contact: Jay Wheeler

jay@undergroundrefuse.com

Website: www.undergroundrefuse.com

Underground solid waste containment and collection system. Saves space, aesthetically pleasing, much cleaner.

The Weitz Company - Booth #28

(954) 505-2087

Contact: Amy Buchar

amy.buchar@weitz.com

Website: www.weitz.com

Construction manager, general contractor, design builder.

Conference Committee

Many thanks to these individuals and their organizations for helping to make this conference possible!

COMMITTEE CHAIR

Brenna Durden, Lewis, Longman and Walker, P.A.

COMMITTEE MEMBERS

April Atkins, AICP, FDIC

Miles Ballogg, Cardno, Inc.

Reed Berger, Daytona Beach CRA

Jeff Burton, City of Palmetto CRA

Kevin Crowder, CEcD, RMA

Lynn Dehlinger, TAG LLC

Jeremy Earle, City of Hallandale Beach

Marjorie Ferrer, Responsible Hospitality Institute

Gail Hamilton, Zephyrhills CRA

Renee A. Jadusingh, City of Miami CRA

Tom Kohler, Community Solutions Group

John Jones, Littlejohn, an S&ME Company

Tony Otte, New Smyrna Beach CRA
Adam Rossmell, Burkhardt Construction, Inc.
Leigh Scrabis, Fort Myers CRA
Patty Rippey, City of South Daytona
Ken Thomas, City of Leesburg
Brenda Thrower, Ybor City CRA

Conference Facilities

Hilton Daytona Beach Resort/Ocean Walk Village
Daytona Beach, Florida

Registration Desk Hours

Wednesday, October 18 7:30 a.m. – 6:00 p.m.

Thursday, October 19 7:00 a.m. – 3:00 p.m.

Registration Packages

Three-day registration includes all workshops and meals scheduled during the conference.

One-day registrations include workshops and meals scheduled for that day only.

Note that the mobile tours and CRA board training are **not** included with any package and must be purchased separately. Students and guests, exhibitors and sponsors may attend the sessions without registering. However, meals, including breaks and receptions, are not included. *If you would like to purchase tickets to meals, including breaks and receptions, please visit the registration desk.* * Name badges must be worn to gain access to all conference events.

***Additional Tickets**

Additional tickets for all meals may be purchased at the FRA conference registration desk.

Wireless Internet Access

Username: FRAAC Password: CRASRULE

International Economic Development Council

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at www.planning.org/cm.

Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

28 General CLE Credits

21 Business Litigation

28 Government Law

28 Real Estate

28 Government and Administrative Practice Certification Credits.

Schedule of Events

Tuesday – October 17, 2017

FRA Board of Directors Meeting

3:00 p.m. – 6:00 p.m.
Coquina GH

This meeting is open to all FRA members.

Early Bird/New Member Orientation

5:45 p.m. – 7:00 p.m.
McCoy's Rum Bar

New to redevelopment, or the FRA? We want to welcome you, and encourage you to pop in to say hello. This is a casual atmosphere, and there will be plenty of information about the program and how to best take full advantage of opportunities. Feel free to bring your significant others, and anyone interested in the conference or learning more about the FRA! (*cash bar*)

Wednesday – October 18, 2017

Registration Desk Open

7:30 a.m. - 6:30 p.m.
Coquina Pre-Function North

Coffee at Registration

7:30 a.m. - 9:00 a.m.
Coquina Pre-Function North

Mobile Tour – Daytona International Speedway and One Daytona Mixed Use Project

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

This TIF-inspired deal with the Speedway and One Daytona included gutting the old track and stands and tearing down a former GE plant. The redevelopment of these parcels revitalized the former blight and created a venue that attracts more economic development dollars than ever before. This tour is also an opportunity to explore the 2.5-mile, world renowned International Speedway from a variety of vantage points, including a ninety-minute VIP tour that ends at the new NASCAR museum. We will also visit the new Motorsports Hall of Fame of America, showcasing spectacular displays. Learn how this world-class facility continues to be an engine for redevelopment and tourism in the CRA, the city, the county and the state.

CM 3.0

Tour Guide: **Reed Berger**, AICP, City of Daytona Beach Redevelopment Director

**Mobile Tour – South Daytona CRA and New Smyrna Beach Commercial Corridor
Streetscapes and Undergrounding of Utilities**

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

We will showcase some ambitious and successful CRA funded projects: A main commercial corridor re-envisioned with the undergrounding of utilities and extensive landscaping; and two declining historic commercial areas with numerous underutilized and vacant properties now completely revitalized through a menu of CRA programs. The project managers will be on hand to share the total picture, from concept to program development, complete with false starts and challenges. South Daytona officials will share how they used CRA, federal and state grants to make upgrades and improvements otherwise not possible. New Smyrna Beach's numerous projects will be explained in detail, from the project RFPs, to large and small grants, to partnerships for neighborhood revitalization. We will also give you digital access to "before and after" on this tour, so don't forget to have a device on hand with internet access!

CM 3.0

Tour Guides: **Tony Otte**, CRA/Economic Development Director, City of New Smyrna Beach
and **Patty Rippey**, Redevelopment Director, City of South Daytona

CRA Board Training

8:00 a.m. - 11:00 a.m.

Ponce de Leon

Separate registration of \$25 per person is required and pre-registration is recommended.

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

CM 3

CM 1.5 Law

Instructors: *Clifford B. Shepard*, General Counsel, Florida Redevelopment Association; and
Carol Westmoreland, Executive Director, Florida Redevelopment Association

Welcome Luncheon in the Exhibit Hall

11:00 a.m. - 12:30 p.m.

Coquina DE

Sponsored by Calvin, Giordano & Associates, Inc.

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

Exhibit Hall Open

11:00 a.m. - 7:30 p.m.

Coquina DE

Welcome Plenary Session and Keynote Presentation

12:45 p.m. - 2:00 p.m.

Coquina ABC

What are Cities For, Anyway?

Keynote Speaker: *Rebecca Ryan*, NEXT Generation Consulting, Inc.

"Live First, Work Second" was Rebecca Ryan's first book. Today, the futurist who predicted that cities would be more important than jobs to the next generation is returning to Florida to help downtown place makers and tastemakers see what's coming - who, how and why downtowns will transform.

CM 1.25

Presiding: *Michael Parker*, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Refreshment Break in the Exhibit Hall

2:00 p.m. - 2:15 p.m.

Coquina DE

Sponsored by Florida Community Loan Fund

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Understanding Bank CRA for Florida's CRAs

2:15 p.m. - 3:15 p.m.

Coquina F

Learn about the Community Reinvestment Act (CRA), and how city and county CRAs can partner with banks to meet community development needs. Examples of economic development, small business support, affordable housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Community Reinvestment Act and understanding about how Community Redevelopment Areas can use their plan goals and objectives to partner on redevelopment projects.

CM 1.0

Speakers: *April A. Atkins*, AICP, Community Affairs Specialist, Federal Deposit Insurance Corp.; and *Lisa Mifflin*, CRCM - District Community Affairs Officer, Office of the Comptroller of the Currency

Paving Your Way to Redevelopment

2:15 p.m. - 3:15 p.m.

Coquina G

This session will explain the jargon, pros and cons, and costs of hardscape materials used in a variety of construction projects. Through videos, poster boards and slides, we will compare and contrast Florida projects for what is involved in each and what level of investment was made in its installation. Finally, we will discuss general pitfalls and lessons learned from all of the above.

CM 1.0

Speaker: *Adam Rossmell*, Burkhardt Construction, Inc.

Integrating Light Manufacturing

2:15 p.m. – 3:15 p.m.
Coquina H

New manufacturing in urban areas is adding jobs and tax revenue. Light manufacturers such as ice cream and chocolate makers, custom cabinetry makers and craft beer breweries are attracted by the live, work, play model for neighborhood change. Redevelopment can support the permitting of districts that allow light manufacturing to coexist with residential, commercial and entertainment venues.

CM 1.0

Moderator: **Patty Rippey**, Redevelopment Director, City of South Daytona
Speakers: **Rebecca Grohall**, City of Fort Pierce CRA; and **Jeffrey Costello**, FRA-RA, City of Delray Beach CRA

Refreshment Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.

Coquina DE

Sponsored by Terracon Consultants, Inc.

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Plenary Session and Legislative Update

3:30 p.m. – 4:30 p.m.

Coquina F

Presiding: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

2018 Legislative Outlook for CRAs

The politics of community redevelopment agencies have kept us very busy over the past year. Notwithstanding proof that they are immensely successful, the debates continue in the legislature. Is the fight over money, merit, control or all three? We will review bills and legislative action for the 2018 session.

CM 2.0

Legal 1.0

Using TIF to Support Post Storm Recovery

4:30 p.m. – 5:45 p.m.

This session is designed to answer any questions about the many tools that Community Redevelopment Agencies can use to support storm recovery. We will discuss using locally generated funds to address problems faced by our cities, counties and their residents in the aftermath of Irma. CRA's can assist in the initial needs such as demolition, debris removal, and other temporary needs. Your CRA can put together a plan to provide these resources immediately, and more long term, use inter-local agreements and plan amendments. We will provide access to sample documents, plans and other resources, and you are welcome to share what you are doing with the group, or what your needs are in this session.

CM 1.0

Moderator: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

Exhibit Hall Reception

6:00 p.m. - 7:30 p.m.

Coquina DE

Sponsored by Related Companies and Burkhardt Construction, Inc.

We will provide you with ample sustenance and *great opportunities* for professional networking! Great partnerships and results come about from a continual exchange of information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards for daily gift drawings.

Thursday - October 19, 2017**Registration Desk Open**

7:00 a.m. – 3:00 p.m.

Coquina Pre-Function North

Continental Breakfast in the Exhibit Hall

7:00 a.m. - 8:00 a.m.

Coquina DE

Sponsored by GAI Consultants/Community Solutions Group

Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Coquina DE

Hospitals, Healthcare and Redevelopment

8:00 a.m. – 9:00 a.m.

Coquina F

While some healthcare services are being decentralized, hospitals remain visible and important centers of economic development. Members will learn about the forces leading to larger footprints, vacated facilities and strategies for incorporating these in local plans.

CM 1.0

Moderator: **Owen Beitsch**, PhD, Senior Director, Community Solutions Group

Speakers: **Harlon Hanson**, FAICP, Orlando Health; **Tom Kohler**, Senior Director, Community Solutions Group; and **Pete Sechler**, Senior Director, Community Solutions Group

Brownfields Redevelopment as a Catalyst

8:00 a.m. – 9:00 a.m.

Coquina G

This session provides real world examples and advice on using federal, state and local brownfields resources to couple with CRA projects. These support a broad range of projects including mixed-use redevelopment, open/green space and economic development projects.

CM 1.0

Moderator: **Miles Ballogg**, Brownfields Practice Leader, Cardno Inc.

Speakers: **Jeff Burton**, Director, Palmetto CRA; **Ed Johnson**, Manager, East Tampa CRA, City of Tampa; and **Mark Mulligan**, P.G. Environmental Department Manager, Terracon; **Charles Ray**, PPM Consultants; and **Michael Sznajstajler**, Florida Brownfields Association President,

and Partner, Cobb Cole P.A.

Redevelopment Tales from the Trenches

8:00 a.m. – 9:00 a.m.

Coquina H

Redevelopment professionals will present two case studies regarding real world examples of CRA projects. We will showcase the lessons learned and transferable information that may be used by other redevelopment practitioners.

CM 1.0

Moderator: *John M Jones*, AICP, FRA-RP, Project Manager, S&ME

Speakers: *George Kramer*, AICP, Director of Planning, S&ME; *Nicole Travis*, CRA Executive Director, City of Lakeland CRA

Forging Bank Partnerships for the Success of Your CRA

9:15 a.m. – 10:15 a.m.

Coquina F

Financial Institutions including banks and Community Development Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with panelists on specific opportunities in their CRAs and learn about redevelopment best practices from our panelists. This session is a follow-up to “Understanding Bank CRA for Florida’s CRAs”. Instead of lectures in this session, we will host a facilitated audience participation format.

CM 1.0

Moderator: *April A. Atkins*, AICP, Community Affairs Specialist, FDIC

Presenters: *Janet Hamer*, Vice President, Community Development Manager, TD Bank; *Iris Clark Jones*, Vice President - Community Reinvestment Officer, Seacoast Bank; and *Rich Rollason*, Development Officer, Florida Community Loan Fund

Doing Well by Doing Good: Using Water Quality Improvements in Redevelopment Projects

9:15 a.m. – 10:15 a.m.

Coquina G

We will share a case study of how a city and a CRA partnered on water quality projects that benefit the environment and encourage redevelopment. Regulations to restore water quality in Florida can act as barriers to the redevelopment of obsolete projects. Water quality enhancement projects help meet current standards and encourage new development and land uses as part of the redevelopment plan. The case study projects resulted in a water amenity downtown and a nutrient credit bank that eases permitting for redevelopment.

CM 1.0

Speakers: *Katherine R. English*, Partner, Pavese Law Firm; *Saeed Kazemi, P.E.*, City Manager, City of Fort Myers; and *Leigh Scrabis*, CRA Executive Director, City of Fort Myers

Economic Success Using Branding, Marketing and Social Outreach

9:15 a.m. – 10:15 a.m.

Coquina H

Branding is more than marketing. And what is the “night time” economy? It is so important to incorporate as many aspects of a campaign as you can. They are all key economic drivers of urban revitalization and development, and there are many inexpensive ideas that we will share. Learn how cities nationwide have invested in entertainment, branding and marketing programs. What is new and exciting- and what works? This session explores the best building blocks of support for economic success.

CM 1.0

Moderator and Presenter: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA

Presenters: **Marjorie Ferrer**, Project Associate, Responsibility Hospitality Institute; and **Charles Rudd**, CRA Manager, City of Maitland

Refreshment Break in the Exhibit Hall

10:15 a.m. – 10:30 a.m.

Coquina DE

Sponsored by Lewis, Longman & Walker, P.A. and Southeast Overtown/Park West CRA

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Creating Destination Playgrounds by Leveraging Both Public and Private Funding

10:30 a.m. – 11:30 a.m.

Coquina F

This session will share a successful model that was used by the City of Jacksonville and its citizens. By leveraging both public and private resources, they were able to create an inclusive, modern destination playground that galvanized an entire community in both giving and play.

CM 1.0

Moderator: **Daryl Joseph**, Director of the Parks, Recreation and Community Services, City of Jacksonville

Speakers: **Kim Clontz**, Charitable Giving Professional and Community Rainmaker; **Stacy Moseley**, CPSI, Playground Designer for Kompan Playgrounds; and **John Zell**, VP of Development, The Community Foundation for Northeast Florida

CRA Master Planning: A Story of Two Communities From Vision to Implementation

10:30 a.m. – 11:30 a.m.

Coquina G

An innovative master plan is an essential tool for all successful CRAs. Learn how two communities developed an exceptional vision and are bringing it to fruition. Collaborate in a workshop format to develop implementation strategies while learning state-of-the-art community engagement techniques.

CM 1.0

Moderator: **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF
Speakers: **Marie Dauphinais**, Director of Planning & Redevelopment, City of Oldsmar; **JoAnne Fiebe**, Assistant Research Professor, Florida Center for Community Design and Research, USF; and **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF

CRA Extension: A Small Town Experience

10:30 a.m. – 11:30 a.m.

Coquina H

The High Springs CRA was set to expire in December 2016. We will present a case study of the unique challenges faced by a small town CRAs as it relates to CRA modifications and extensions. We will discuss what went well and what didn't, the steps necessary for all CRA extensions, and how intergovernmental relationships need to be fostered and maintained before, during and after a CRA extension.

CM 1.0

Speakers: **Courtney Johnson**, CRA Attorney, High Springs CRA; and **Amanda Arnold Rodriguez, MPA**, Executive Director, City of High Springs CRA

Luncheon in the Exhibit Hall

11:30a.m. – 1:00p.m.

Coquina DE

Sponsored by S&ME, Inc.

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break. **(And, yes, you must be present to win!)**

Plenary Session and Keynote Presentation

1:00 p.m.-2:15 p.m.

Coquina ABC

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presentation: **Lenora Billings-Harris, CSP**

“Constructive Conversations to Build Community Collaboration”

CM 1.0

Refreshment Break

2:15 p.m. – 2:30 p.m.

Coquina Pre-Function North

Sponsored by PNC Bank

Who's Hungry: The Food Industry and Community Development

2:30 p.m.-3:30 p.m.

Coquina F

The food industry is a key component of cultural tourism and economic development. This session will explore means and methods CRAs can employ to attract restaurants and other elements of the food industry to help your community redevelopment efforts thrive. Speakers

will present case studies from successful restaurant/food industry initiatives. Attendees can use these examples as models for efforts they may want to employ in their CRAs.

CM 1.0

Moderator: ***Renée A. Jadusingh***, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA

Speakers: ***Emily Marcus***, City of Pompano Beach CRA; ***Kathleen Margoles***, Oakland Park; and ***Clarence E. Woods, III***, Executive Director for the Southeast Overtown/Park West CRA

Engaging the Underserved Community

2:30 p.m. – 3:30 p.m.

Coquina G

Working in traditionally underserved communities is often articulated as a priority for local governments. However, projects can only bring real-life benefits when you directly reach out to the community. Our panel will discuss how to effectively engage the underserved community to get direction and productive results. We will explore ways to deal with negativity, achieve support, implement effective methods and programs, and learn from experience. Participants will walk away with a "real talk" understanding of how to include and engage the underserved communities.

CM 1.0

Moderator: ***Ken Thomas***, MPA, Director of Housing & Redevelopment, City of Leesburg

Panelists: ***James Benderson***, Executive Director, Town of Eatonville CRA; ***Dr. Julian Chambliss***, Professor of History, Rollins College; ***Scott Evans***, AICP, Executive Director, City of Riviera Beach CRA; ***Greg Jackson***, Attorney and General Counsel, Town of Eatonville CRA; and ***Belinda Williams-Collins***, AICP, Senior Planner, City of Deland

Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!

2:30 p.m. - 3:30 p.m.

Coquina H

The role of entertainment retail especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a "third place" to gather and build community. The International Council of Shopping Centers (ICSC) retail industry experts will focus on the changing concepts in the retail and restaurant market. All the keys you need to attract retail and restaurants to your community will be covered!

CM 1.0

Moderator: ***Lynn Dehlinger***, ICSC Private Sector P3 Florida Chair

Panelists: ***David Barilla***, Assistant Director of the Orlando DDB/CRA; and ***Kevin Crowder***, CECD, Director of Economic Development, RMA

Refreshment Break

3:30 p.m. - 3:45 p.m.

Coquina Pre-Function North

Selling City Property as a Catalyst for Redevelopment

3:45 p.m. – 5:15 p.m.

Coquina F

Many cities, counties and CRAs have underutilized properties that could be sold or donated to other parties to achieve the goals of the redevelopment plan. What steps are taken to make it happen? This session will cover in detail eight such transactions: four requests for proposals (RFPs), two bid processes and two property donations by the City of New Smyrna Beach in the past eight years. These eight transactions are for a variety of project types: three commercial projects, three residential projects, one mixed-use project and one to a nonprofit organization providing an important community service. The presentation will include how to approach the marketing of the property, specifics for structuring an RFP and the negotiated contract, as well as using the bid process.

CM 1.0

Speakers: **Donna M. Gray-Banks**, Community Resource Coordinator, City of New Smyrna Beach and Co-Chair, FBA Environmental Justice Committee; and **Tony Otte**, CEcD, FRA-RA, CRA/Economic Development Director and FRA Board Member, City of New Smyrna Beach

Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration

3:45 p.m. – 5:15 p.m.

Coquina G

Are you ready to go beyond just talking about bias, sexism, racism and other “isms”? Are you ready to engage with others within an environment of diversity and inclusion? What does inclusiveness and diversity from a community-building point of view look like? We will learn a constructive technique called **S.T.O.P.** and explore the Transformational Diversity Management Principles, based on the work of Lenora Billings-Harris, CSP, that explain the relationship of unconscious bias on our actions. This is not a lecture. It is a workshop in which you will play an integral part in sharing and learning. We will discuss issues affecting your community from the perspective of federal, state and local governments. You will leave with tactics and strategies to continue the conversation, leading to collaborative actions.

CM 1.5

Presented by: **Lenora Billings-Harris, CSP**

Committee Participants: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach; **Toni Shamplain**, Panama City Beach, Manager, CRA North; and **Gerald Snell**, Avon Park Southside CRA

Community Partners for Workable Visioning Projects

3:45 p.m. – 5:15 p.m.

Coquina H

A natural and successful match is there for the asking when students, as part of their graduation requirements, help redevelopment projects with their design, data collection or other needs. Usually, the university supervises and monitors outcomes with the public entity. The quality of work, cost savings and versatility of results can benefit our redevelopment programs in ways that would not have been otherwise possible. This session will share the results of student-aided projects in North and Southwest Florida. If your alma mater or local college is not represented, what might they provide through a partnership with your city or county?

CM 1.5

Moderators: **Jeff Burton**, Director, CRA, City of Palmetto; and **Martha Kohen**, Professor of Architecture, SoA-DCP, Director, Center for Hydro-Generated Urbanism, University of Florida
Speakers: **Students** from the University of Florida and the University of South Florida

Awards and Academy Graduation Dinner

6:30 p.m. – 9:00 p.m.

Coquina ABC

Sponsored by Burkhardt Construction, Inc. and Related Companies

Friday - October 20, 2017

Registration Desk Open

7:00 a.m. – 12:00 p.m.

Coquina Pre-Function North

Continental Breakfast

7:30 a.m.-9:00 a.m.

Coquina D

Annual Business Meeting

8:30 a.m. – 8:45 a.m.

Help us congratulate our new and returning FRA Board members.

FRA Annual Awards Showcase

8:45 a.m. – 10:15 a.m.

Our 2017 winners will make short presentations on their successes, challenges and lessons learned during this “rocket round” of presentations.

CM 1.0

Moderator: **Gail Hamilton**, FRA Treasurer and CRA Director, City of Zephyrhills

Presenters: **2017 FRA Award Winners**

Plenary Session and Keynote Presentation

10:30 a.m. – 12:00 p.m.

Coquina F

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presenter: **Amy Liu**, Vice President and Director, Metropolitan Policy Program, The Brookings Institution

“Remaking Economic Development: The Markets and Civics of Continuous Growth and Prosperity”

Adjourn

12:00 p.m.

YOUR TRIP:Total Route: **7 hr 30 min - 495 miles**Est. Fuel cost: **\$37.50** - IRS Reimbursement: **\$264.68****100 W Dania Beach Blvd, Dania, FL 33004-3643****1. Start out going west on W Dania Beach Blvd toward NW 3rd Ave.**Then **0.03 miles****2. Turn left onto SW 3rd Ave.**Then **0.25 miles****3. Turn right onto Stirling Rd/FL-848.**Then **0.91 miles****4. Merge onto I-95 N toward W Palm Bch.**Then **239.06 miles****5. Take the US-92 exit, EXIT 261, toward Deland/Daytona Beach.**Then **0.32 miles****6. Merge onto W International Speedway Blvd/US-92 E toward Dog Track/Speedway USA/Beaches.**Then **6.08 miles****7. Turn left onto S Atlantic Ave/FL-A1A.**Then **0.55 miles****8. 100 N ATLANTIC AVE is on the right.****100 N Atlantic Ave, Daytona Beach, FL 32118-4204**This leg: **3 hr 44 min - 247.20 miles****1. Start out going northwest on N Atlantic Ave/FL-A1A toward Earl St.**Then **0.05 miles****2. Make a U-turn at Earl St onto N Atlantic Ave/FL-A1A.**Then **0.60 miles****3. Turn right onto US-92 E/E International Speedway Blvd.**Then **5.84 miles**

↑ 4. Stay straight to go onto US-92 W/W International Speedway Blvd.

Then 0.53 miles

↗ 5. Merge onto I-95 S via the ramp on the left.

Then 238.79 miles

↘ 6. Take the FL-848/Stirling Rd exit, EXIT 22.

Then 0.39 miles

↘ 7. Keep left to take the ramp toward Dania Beach.

Then 0.02 miles

↙ 8. Turn left onto FL-848/Stirling Rd.

Then 1.01 miles

↙ 9. Turn slight left onto SW 3rd Ave.

Then 0.27 miles

↘ 10. Turn right onto W Dania Beach Blvd.

Then 0.03 miles



11. 100 W DANIA BEACH BLVD is on the right.



100 W Dania Beach Blvd, Dania, FL 33004-3643

This leg: 3 hr 46 min - 247.54 miles



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Car trouble mid-trip?
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IRS Future State

IRS Statements and Announcements

IR-2016-169, Dec.13, 2016

WASHINGTON — The Internal Revenue Service today issued the 2017 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on Jan. 1, 2017, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 53.5 cents per mile for business miles driven, down from 54 cents for 2016
- 17 cents per mile driven for medical or moving purposes, down from 19 cents for 2016
- 14 cents per mile driven in service of charitable organizations

The business mileage rate decreased half a cent per mile and the medical and moving expense rates each dropped 2 cents per mile from 2016. The charitable rate is set by statute and remains unchanged.

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs.

Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for more than four vehicles used simultaneously.

These and other requirements are described in [Rev. Proc. 2010-51](#). [Notice 2016-79](#), posted today on IRS.gov, contains the standard mileage rates, the amount a taxpayer must use in calculating reductions to basis for depreciation taken under the business standard mileage rate, and the maximum standard automobile cost that a taxpayer may use in computing the allowance under a fixed and variable rate plan.

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Page Last Reviewed or Updated: 06-Aug-2017

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CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Kathleen Weekes
DEPARTMENT: CRA
LOCATION: Daytona Beach, Florida
TRIP/TRAINING DATE: October 17 - 20, 2017
PURPOSE: 2017 FRA Conference

CHECK ONE

- ☐ Certification
☐ General Training
☐ License
☒ Other

Note any overnight or out of state travel events attended in the last 12 months:

FFEA Luncheon/Award Ceremony, Orlando, FL, Aug 1-2, 2017
 2016 FRA Conference, Orlando, FL, Oct 10-14, 2016

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Lodging (3 nights @ \$153.00)	Hilton Daytona Beach Oceanfront Resort	\$ 459.00
Parking (Self/Valet - \$17/\$24)	Estimate	\$ 48.00
Rental Car	Enterprise Estimate	\$ 177.65
Gasoline - Rental Car	Estimate	\$ 45.00
Per Diem (M&IE) Allowance	M&IE	\$ 97.35

TOTAL ESTIMATED TRAVEL COST

\$ 827.00

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Kathleen Weekes		
Department Director (print)	Signature	Date
Finance Director (print)	Signature	Date
Nicki Satterfield		10/2/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens		10/17/17

Stevens, Tania

From: Kisha Payen <kishapayen@gmail.com>
Sent: Tuesday, October 03, 2017 11:24 AM
To: Stevens, Tania; Payen, Kisha
Subject: Fwd: Your 17 Oct 2017 Confirmation #3389317962

----- Forwarded message -----

From: Hilton Hotels & Resorts Confirmed <hiltonhotels&resorts@res.hilton.com>
Date: Tue, Oct 3, 2017 at 11:20 AM
Subject: Your 17 Oct 2017 Confirmation #3389317962
To: "kishapayen@gmail.com" <kishapayen@gmail.com>



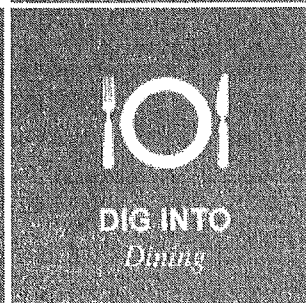
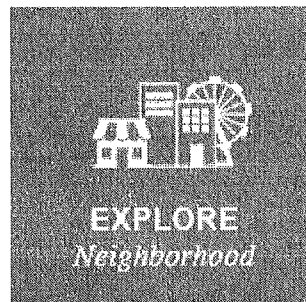
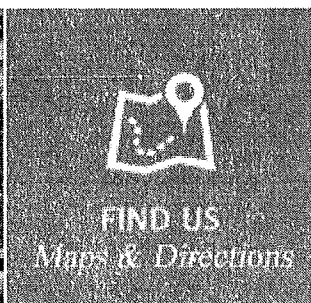
Hilton
HOTELS & RESORTS

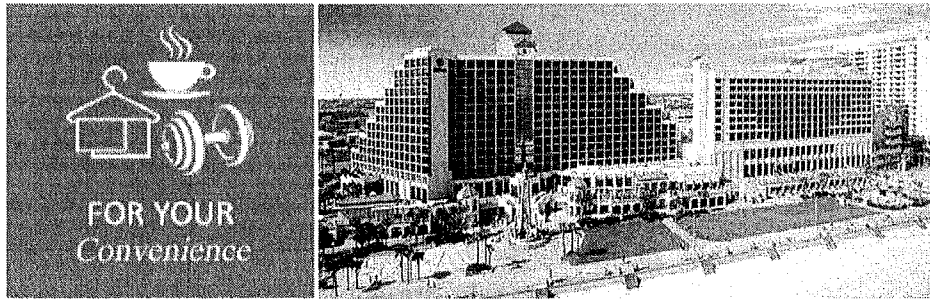
Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach,
FL 32118
T: 1 386-254-8200

Oct. 17, 2017 – Oct. 18, 2017
Confirmation Number: 3389317962

 UPDATE

*Kathleen
Weekes,
see you on Oct 17, 2017*





Kathleen Weekes,

we'll see you on Oct 17, 2017



KATHLEEN WEEKES
ENJOY A SPECIAL ROOM
UPGRADE FOR ONLY **\$25**

[SHOW MY CUSTOM UPGRADE](#)



Your Room Information:

2 QUEEN BEDS OCEANFRONT,
Non-Smoking

Rooms:	1
Guests:	1 Adult
Check In:	Oct 17 4:00 PM
Check Out:	Oct 18 11:00 AM

*Free Cancellation: If your plans change, let us know by Oct 14 to avoid being charged for the first night.**

Your Plan Information:

STATE GOVERNMENT

Rate per night : 138.00 USD

Total for Stay per Room

Rate: 138.00 USD

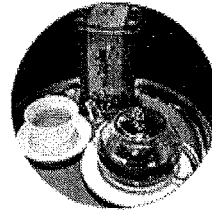
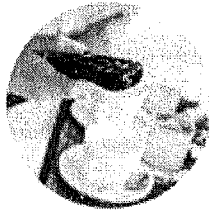
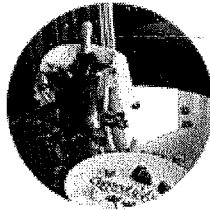
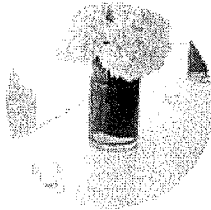
Resort Charge : 15.00 USD

Taxes: 19.13 USD

Total: 172.13 USD

Total for Stay : 172.13 USD

The comforts of home even when you're away.



We want to make sure your arrival is the perfect beginning to a relaxing stay, so let us prepare your room ahead of time with any extra touches that would make it feel more like home*.

CUSTOMIZE YOUR STAY

STOP CLICKING AROUND

**LET YOURSELF IN
WITH DIGITAL KEY**



GET THE APP

*Not available at all hotels.

Rate Rules and Cancellation Policy:

- If your plans change please let us know – it's free to cancel or update your reservation by 11:59pm local hotel time on Oct 14, 2017.
- Your reservation is guaranteed by a deposit of 172.13 USD that has been/will be charged to your credit card.

Comments & Requests:

ALSO HOLDING 2 QUEENS OCEAN FRONT GUEST REQUESTING TO REMAIN IN ORIGINAL ROOM CONFIRMATION # 3383238706 :

Additional Information:**Tax:**

- 12.50% per room per night

Resort Charges:

- There is a charge of 15.00 USD
- Daily Resort Charge will be added to the room rate and includes: Guest Internet Access/\$5 food credit/15% off facial or massage/15% off gift shop reg priced clothes/1hr board or bike rental/1 select D-Dawgs arts-crafts/Breakfast free 12 and under off kid menu with parent/local-toll free calls.

Valet parking: 24.00/night

Self parking: 17.00/night

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Stevens, Tania

From: Kisha Payen <kishapayen@gmail.com>
Sent: Tuesday, October 03, 2017 11:25 AM
To: Stevens, Tania; Payen, Kisha
Subject: Fwd: Your 18 Oct 2017 Confirmation #3383238706

----- Forwarded message -----

From: Hilton Hotels & Resorts Confirmed <hiltonhotels&resorts@res.hilton.com>
Date: Tue, Oct 3, 2017 at 11:20 AM
Subject: Your 18 Oct 2017 Confirmation #3383238706
To: "kishapayen@gmail.com" <kishapayen@gmail.com>



Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach,
FL 32118
T: 1 386-254-8200

Oct. 18, 2017 – Oct. 20, 2017
Confirmation Number: 3383238706

 UPDATE

*Kathleen
Weekes,
see you on Oct 18, 2017*




FIND US
Maps & Directions


EXPLORE
Neighborhood


DIG INTO
Dining



Kathleen Weekes,

we'll see you on Oct 18, 2017



KATHLEEN WEEKES.
ENJOY A SPECIAL ROOM
UPGRADE FOR ONLY **\$25**

[SHOW MY CUSTOM UPGRADE](#)

Your Room Information:

2 QUEEN BEDS OCEANFRONT,
Non-Smoking

Rooms:	1
Guests:	1 Adult
Check In:	Oct 18 4:00 PM
Check Out:	Oct 20 11:00 AM

Your Plan Information:

STATE GOVERNMENT

Rate per night : 138.00 USD

Total for Stay per Room

Rate: 276.00 USD

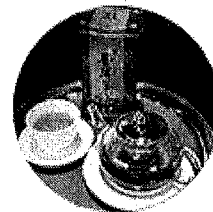
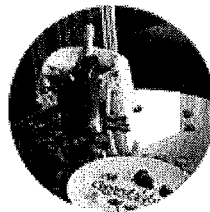
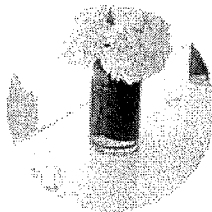
Resort Charge : 30.00 USD

Taxes: 38.25 USD

Total: 344.25 USD

Total for Stay : 344.25 USD

The comforts of home even when you're away.



We want to make sure your arrival is the perfect beginning to a relaxing stay, so let us prepare your room ahead of time with any extra touches that would make it feel more like home*.

CUSTOMIZE YOUR STAY

STOP CLICKING AROUND

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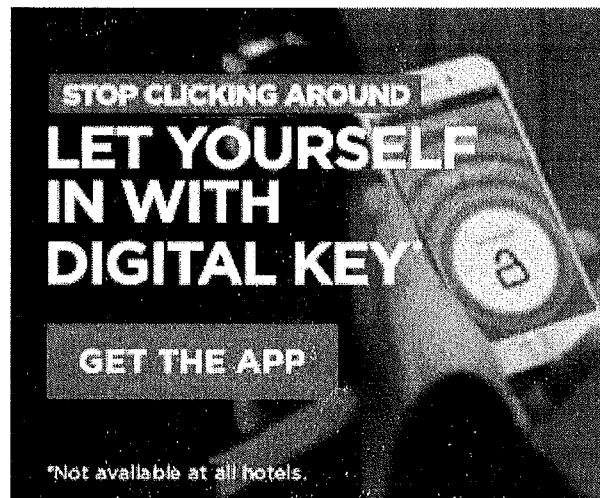
*Not available at all hotels.

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*Not available at all hotels.



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Rate Rules and Cancellation Policy:

- Please contact us should you need to cancel your reservation.
- Your reservation is guaranteed for late arrival, by a non-refundable deposit of 172.13 USD that has been/will be charged to your credit card.

Additional Information:**Tax:**

- 12.50% per room per night

Resort Charges:

- There is a charge of 30.00 USD
- Daily Resort Charge will be added to the room rate and includes: Guest Internet Access/\$5 food credit/15% off facial or massage/15% off gift shop reg priced clothes/1hr board or bike rental/1 select D-Dawgs arts-crafts/Breakfast free 12 and under off kid menu with parent/local-toll free calls.

Valet parking: 24.00/night

Self parking: 17.00/night

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*Standard Wi-Fi is free for Hilton Honors members. Premium, if available, has a fee (except for Diamond members). Wi-Fi access is not free in meeting spaces or at properties with a resort charge.

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Please select an airline

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Complete Your Booking

You will be charged when you
pick up your rental. **\$177.65**

Rental Details

[CHANGE](#)

FULL SIZE

**FORT LAUDERDALE
INTERNATIONAL AIRPORT**

Tue, Oct 17, 2017 @ 9:00 AM

Fri, Oct 20, 2017 @ 9:30 PM

Rental Terms

KEY RENTAL FACTS

An overview of your
rental terms:

- Inclusions and exclusions
- Potential additional costs and more

[Read Key Rental
Facts](#)

RENTAL POLICIES

- > [Rental Terms and
Conditions](#)
- > [Additional Driver](#)

PriceDetails



VEHICLE

full size
\$ 128.00
Unlimited Mileage
Included

TAXES & FEES

[Learn More](#)

concession recoupment fee 10 pct	\$ 13.07
florida surcharge 2.00/day	\$ 8.00
rental car facility chrg 3.95/day	\$ 15.80
tire battery fee .02 day	\$ 0.08
vehicle license fee .66/day	\$ 2.64
state tax (6.0%)	\$ 10.06

Estimated Total

\$177.65

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Trip Cost Calculator

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End:

Add Destination... ☐ One Way ☒ Return Trip

Vehicle Information

City	Hwy	Tank	Fuel Type
21	30	17.0	Regular
mpg		gal	

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Trip Summary

Dania Beach, FL, USA to Daytona Beach, FL, USA
to Dania Beach, FL, USA



Total Trip Cost
\$44.32

Price of Gas

\$2.661

* Area Average

Distance
493.2 mi

Fuel Used
16.65 gal

Carbon Footprint
399.71 lbs

No fills required on this trip.

Dania Beach, FL, USA
[Show Directions](#)

246 mi (about 3 hours 35 mins)

Daytona Beach, FL, USA
[Show Directions](#)

247.2 mi (about 3 hours 38 mins)

Dania Beach, FL, USA
[Daytona Beach, FL](#)
Daytona Beach Shores, FL

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\$45 Estimate

City of Dania Beach **Travel Per Diem Calculator**

Traveler Name: Kathleen Weekes

Description of Trip: 2017 FRA Conference

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 59.00

Destination: Daytona Beach, Florida

First Date of Travel 17-Oct-17

Last Date of Travel 20-Oct-17

		Travel			Travel		
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date		17-Oct-17	18-Oct-17	19-Oct-17	20-Oct-17		
Breakfast 15%			\$ 8.85	\$ -			
Lunch 35%			\$ -	\$ -			
Dinner 50%			\$ -	\$ -			
Total Daily total =		\$ 44.25	\$ 8.85	\$ -	\$ 44.25		

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Breakfast 15%							
Lunch 35%							
Dinner 50%							
Total Daily total =							

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 44.25

Total Per Diem Due to Traveler \$ 97.35

Meal Exclusions		
Date	Meal Provided	Amount
18-Oct-17	Lunch	\$ 20.65
18-Oct-17	Dinner	\$ 29.50
19-Oct-17	Breakfast	\$ 8.85
19-Oct-17	Lunch	\$ 20.65
19-Oct-17	Dinner	\$ 29.50

FY 2018 Per Diem Rates for Daytona Beach, Florida

(October 2017 - September 2018)

October 2017 - September 2018 The following rates apply for **Daytona Beach, Florida**

Primary Destination (1, 2)	County (3, 4)	2017			2018								M&IE	
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	(5)
Daytona Beach	Volusia	\$97	\$97	\$97	\$97	\$131	\$131	\$108	\$108	\$108	\$108	\$97	\$97	\$59

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.

Meals and Incidental Expenses (M&IE) Breakdown

Choose one of the headings below to get meals and incidental expense rates (M&IE) for federal travelers.

Find total M&IE for travel in the continental U.S.

Find M&IE breakdown by meal for travel in the continental U.S.

M&IE Breakdown

M&IE Total (1)	Continental Breakfast/ Breakfast (2)	Lunch (2)	Dinner (2)	Incidental Expenses	First & Last Day of Travel (3)
\$51	\$11	\$12	\$23	\$5	\$38.25
\$54	\$12	\$13	\$24	\$5	\$40.50
\$59	\$13	\$15	\$26	\$5	\$44.25
\$64	\$15	\$16	\$28	\$5	\$48.00
\$69	\$16	\$17	\$31	\$5	\$51.75
\$74	\$17	\$18	\$34	\$5	\$55.50

1. This table lists the full daily amount federal employees receive for a single calendar day of travel when that day is neither the first nor last day of travel.
2. The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.
3. This column lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Find M&IE breakdown by meal for foreign and outside the continental U.S. (OCONUS) travel

The shortcut to this page is www.gsa.gov/mie.

For all travel policy questions, email travelpolicy@gsa.gov.

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***Florida Redevelopment Association
2017 Annual Conference
Tentative Program
October 17-20, 2017
Hilton Daytona Beach Resort/Ocean Walk Village

www.redevelopment.net***

Conference At-A-Glance

Tuesday - October 17, 2017

- 3:00 p.m. **Board of Directors Meeting**
Coquina GH
- 5:45 p.m. **Early Bird and New Member Get Together**
McCoy's Rum Bar

Wednesday - October 18, 2017

- 7:30 a.m. **Coffee at Registration**
Coquina Pre-Function North
- 7:30 a.m. **Registration Desk Open**
Coquina Pre-Function North
- 7:45 a.m. **Mobile Tours**
North Tower Lobby Entrance
- 8:00 a.m. **CRA Board Training**
Ponce de Leon
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**
Coquina DE
- 11:00 a.m. **Exhibit Hall Open**
Coquina DE
- 12:45 p.m. **Welcome Plenary Session and Keynote Presentation**
Coquina ABC
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 2:15 p.m. **Understanding Bank CRAs for Florida's CRAs**
Coquina F
- 2:15 p.m. **Paving Your Way to Redevelopment**
Coquina G
- 2:15 p.m. **Integrating Light Manufacturing**
Coquina H
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 3:30 p.m. **Plenary Session and Legislative Update**
Coquina F
- 4:45 p.m. **Communicating and Measuring CRA Success**
Coquina F

6:00 p.m. **Reception in the Exhibit Hall**
Coquina DE

Thursday - October 19, 2017

7:00 a.m. **Registration Desk Open**
Coquina Pre-Function North

7:00 a.m. **Continental Breakfast in the Exhibit Hall**
Coquina DE

7:00 a.m. **Exhibit Hall Open**
Coquina DE

8:00 a.m. **Hospitals, Healthcare and Redevelopment**
Coquina F

8:00 a.m. **Brownfields Redevelopment as a Catalyst**
Coquina G

8:00 a.m. **Redevelopment Tales from the Trenches**
Coquina H

9:15 a.m. **Forging Bank Partnerships for the Success of Your CRA**
Coquina F

9:15 a.m. **Doing Well by Doing Good: Using Water Quality Improvement in Redevelopment Projects**
Coquina G

9:15 a.m. **Economic Success Using Branding, Marketing and Social Outreach**
Coquina H

10:15 a.m. **Refreshment Break in the Exhibit Hall**
Coquina DE

10:30 a.m. **Creating Destination Playgrounds by Leveraging Both Public and Private Funding**
Coquina F

10:30 a.m. **CRA Master Planning: A Story of Two Communities from Vision to Implementation**
Coquina G

10:30 a.m. **CRA Extension: A Small Town Experience**
Coquina H

11:30 a.m. **Luncheon in the Exhibit Hall**
Coquina DE

1:00 p.m. **Plenary Session and Keynote Presentation**
Coquina ABC

2:15 p.m. **Refreshment Break**
Coquina Pre-Function North

2:30 p.m. **Who's Hungry: The Food Industry and Community Development**
Coquina F

2:30 p.m. **Engaging the Underserved Community**
Coquina G

2:30 p.m. **Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!**
Coquina H

3:30 p.m. **Refreshment Break**
Coquina Pre-Function North

3:45 p.m. **Selling City Property as a Catalyst for Redevelopment**
Coquina F

- 3:45 p.m. **Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration**
Coquina G
- 3:45 p.m. **Community Partners for Workable Visionary Projects**
Coquina H
- 6:30 p.m. **Awards and Academy Graduation Dinner**
Coquina ABC

Friday - October 20, 2017

- 7:30 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**
Coquina D
- 10:30 a.m. **Plenary Session and Keynote Presentation**
Coquina F
- 12:00 p.m. **Adjourn**

Exhibitors and Sponsors

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Burkhardt Construction, Inc. - Booth #15, Event Sponsor

(561) 659-1400

Contact: Marc Kleisley

marc@burkhardtconstruction.com

Website: www.burkhardtconstruction.com

Construction management and design build services for streetscape and public space beautification projects.

Calvin, Giordano & Associates, Inc. - Booth #14, Gold Sponsor

(954) 921-7781

Contact: Shelley Eichner

seichner@cgasolutions.com

Website: www.cgasolutions.com

A comprehensive approach to building code services, engineering, government services, landscape architecture, planning and surveying.

Chen Moore and Associates - Booth #1

(954) 730-0707

Contact: Peter Moore, P.E.

pmoore@chenmoore.com

Website: www.chenmoore.com

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

FINFROCK - Booth #25

(407) 293-4000

Contact: Gail Kroll

gkroll@finfrock.com

Website: www.finfrock.com

Vertically integrated design-builder delivering buildings as a product rather than a series of services.

Florida Community Loan Fund - Booth #11, Silver Sponsor

(407) 246-0846

Contact: Nelson Black

info@fclf.org

Website: www.fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

Florida League of Cities - Booth #6

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

Website: www.floridaleagueofcities.com

Nationwide leader of service to local government.

GAI Consultants/Community Solutions Group - Booth #30, Gold Sponsor

(321) 319-3133 o- (407) 423-8398

Contact: Tom Kohler

t.kohler@gaiconsultants.com

Website: www.gaiconsultants.com/communitysolutions

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning and economics.

Lewis, Longman & Walker, P.A. - Silver Sponsor

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: www.llw-law.com

Legal services: Redevelopment, Environmental, Land Use, Permitting, Zoning, Real Estate

Neighborhood Lending Partners - Booth #19

(813) 879-4525

Contact: Debra Reyes

dreyer@nlp-inc.com

Website: www.nlp-inc.com

Flexible innovative financing and services to create inclusive and sustainable neighborhoods.

Neighborly Software – Booth #23

(703) 864-7231

Contact: Jason Rusnak

jason.rusnak@neighborlysoftware.net

Website: www.neighborlysoftware.com

Hosted software that automates the enrollment, administration and reporting of housing, economic and community development programs.

Playmore Recreational Products and Services - Booth#16

(239) 340-8184

Contact: Luke Russell

info@playmoreonline.com

Website: playmoreonline.com

Playground and park equipment.

PNC Bank - Silver Sponsor

(561) 803-9946

Contact: Monclaude Nestor

monclaude.nestor@pnc.com

Website: www.pnc.com

Community development lending and investments, financial education.

RMA - Booths #13, 18

(954) 695-0754

Contact: Kim Briesemeister

kim@rma.us.com

Website: www.rma.us.com

Full service economic development, planning, redevelopment firm providing staffing and consulting

Related Companies - Booth #29, Event Sponsor

(646) 483-6984

Contact: Gopal Rajegowda

grajegowda@related.com

Website: www.related.com

Developer.

S&ME, Inc. - Booth #12, Gold Sponsor

(407) 975-1273

Contact: John Jones

jjones@smeinc.com

Website: www.smeinc.com

Formerly Littlejohn, an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture

Southeast Overtown/Park West CRA - Booth #3, Silver Sponsor

(305) 679-6800

Contact: Jonelle Adderley

jadderley@miamigov.com

Website: www.seopwcia.com

Community redevelopment agency

Sternberg Lighting - Booth #17

(815) 341-2275

Contact: Mark Dean

mdean@sternberglighting.com

Website: www.sternberglighting.com

Decorative and functional outdoor pole mounting lighting fixtures

Terracon Consultants, Inc. - Booth #20, Silver Sponsor

(813) 321-0311

Contact: Judi Weaver

Judi.weaver@terracon.com

Website: www.terracon.com

Engineering firm providing environmental consulting, geotechnical engineering, materials testing and facilities services.

Underground Refuse Systems, Inc. - Booth #2

(407) 944-9000

Contact: Jay Wheeler

jay@undergroundrefuse.com

Website: www.undergroundrefuse.com

Underground solid waste containment and collection system. Saves space, aesthetically pleasing, much cleaner.

The Weitz Company - Booth #28

(954) 505-2087

Contact: Amy Buchar

amy.buchar@weitz.com

Website: www.weitz.com

Construction manager, general contractor, design builder.

Conference Committee

Many thanks to these individuals and their organizations for helping to make this conference possible!

COMMITTEE CHAIR

Brenna Durden, Lewis, Longman and Walker, P.A.

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Ken Thomas, City of Leesburg
Brenda Thrower, Ybor City CRA

Conference Facilities

Hilton Daytona Beach Resort/Ocean Walk Village
Daytona Beach, Florida

Registration Desk Hours

Wednesday, October 18 7:30 a.m. – 6:00 p.m.
Thursday, October 19 7:00 a.m. – 3:00 p.m.

Registration Packages

Three-day registration includes all workshops and meals scheduled during the conference.

One-day registrations include workshops and meals scheduled for that day only.

Note that the mobile tours and CRA board training are **not** included with any package and must be purchased separately. Students and guests, exhibitors and sponsors may attend the sessions without registering. However, meals, including breaks and receptions, are not included. *If you would like to purchase tickets to meals, including breaks and receptions, please visit the registration desk.* * Name badges must be worn to gain access to all conference events.

***Additional Tickets**

Additional tickets for all meals may be purchased at the FRA conference registration desk.

Wireless Internet Access

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International Economic Development Council

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at www.planning.org/cm.

Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

28 General CLE Credits

21 Business Litigation

28 Government Law

28 Real Estate

28 Government and Administrative Practice Certification Credits.

Schedule of Events

Tuesday – October 17, 2017

FRA Board of Directors Meeting

3:00 p.m. – 6:00 p.m.

Coquina GH

This meeting is open to all FRA members.

Early Bird/New Member Orientation

5:45 p.m. – 7:00 p.m.

McCoy's Rum Bar

New to redevelopment, or the FRA? We want to welcome you, and encourage you to pop in to say hello. This is a casual atmosphere, and there will be plenty of information about the program and how to best take full advantage of opportunities. Feel free to bring your significant others, and anyone interested in the conference or learning more about the FRA! (*cash bar*)

Wednesday – October 18, 2017

Registration Desk Open

7:30 a.m. - 6:30 p.m.

Coquina Pre-Function North

Coffee at Registration

7:30 a.m. - 9:00 a.m.

Coquina Pre-Function North

Mobile Tour – Daytona International Speedway and One Daytona Mixed Use Project

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

This TIF-inspired deal with the Speedway and One Daytona included gutting the old track and stands and tearing down a former GE plant. The redevelopment of these parcels revitalized the former blight and created a venue that attracts more economic development dollars than ever before. This tour is also an opportunity to explore the 2.5-mile, world renowned International Speedway from a variety of vantage points, including a ninety-minute VIP tour that ends at the new NASCAR museum. We will also visit the new Motorsports Hall of Fame of America, showcasing spectacular displays. Learn how this world-class facility continues to be an engine for redevelopment and tourism in the CRA, the city, the county and the state.

CM 3.0

Tour Guide: **Reed Berger**, AICP, City of Daytona Beach Redevelopment Director

**Mobile Tour – South Daytona CRA and New Smyrna Beach Commercial Corridor
Streetscapes and Undergrounding of Utilities**

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

We will showcase some ambitious and successful CRA funded projects: A main commercial corridor re-envisioned with the undergrounding of utilities and extensive landscaping; and two declining historic commercial areas with numerous underutilized and vacant properties now completely revitalized through a menu of CRA programs. The project managers will be on hand to share the total picture, from concept to program development, complete with false starts and challenges. South Daytona officials will share how they used CRA, federal and state grants to make upgrades and improvements otherwise not possible. New Smyrna Beach's numerous projects will be explained in detail, from the project RFPs, to large and small grants, to partnerships for neighborhood revitalization. We will also give you digital access to "before and after" on this tour, so don't forget to have a device on hand with internet access!

CM 3.0

Tour Guides: **Tony Otte**, CRA/Economic Development Director, City of New Smyrna Beach
and **Patty Rippey**, Redevelopment Director, City of South Daytona

CRA Board Training

8:00 a.m. - 11:00 a.m.

Ponce de Leon

Separate registration of \$25 per person is required and pre-registration is recommended.

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

CM 3

CM 1.5 Law

Instructors: *Clifford B. Shepard*, General Counsel, Florida Redevelopment Association; and
Carol Westmoreland, Executive Director, Florida Redevelopment Association

Welcome Luncheon in the Exhibit Hall

11:00 a.m. - 12:30 p.m.

Coquina DE

Sponsored by Calvin, Giordano & Associates, Inc.

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

Exhibit Hall Open

11:00 a.m. - 7:30 p.m.

Coquina DE

Welcome Plenary Session and Keynote Presentation

12:45 p.m. - 2:00 p.m.

Coquina ABC

What are Cities For, Anyway?

Keynote Speaker: *Rebecca Ryan*, NEXT Generation Consulting, Inc.

"Live First, Work Second" was Rebecca Ryan's first book. Today, the futurist who predicted that cities would be more important than jobs to the next generation is returning to Florida to help downtown place makers and tastemakers see what's coming - who, how and why downtowns will transform.

CM 1.25

Presiding: *Michael Parker*, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Refreshment Break in the Exhibit Hall

2:00 p.m. – 2:15 p.m.

Coquina DE

Sponsored by Florida Community Loan Fund

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Understanding Bank CRA for Florida's CRAs

2:15 p.m. – 3:15 p.m.

Coquina F

Learn about the Community Reinvestment Act (CRA), and how city and county CRAs can partner with banks to meet community development needs. Examples of economic development, small business support, affordable housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Community Reinvestment Act and understanding about how Community Redevelopment Areas can use their plan goals and objectives to partner on redevelopment projects.

CM 1.0

Speakers: *April A. Atkins*, AICP, Community Affairs Specialist, Federal Deposit Insurance Corp.; and *Lisa Mifflin*, CRCM - District Community Affairs Officer, Office of the Comptroller of the Currency

Paving Your Way to Redevelopment

2:15 p.m. – 3:15 p.m.

Coquina G

This session will explain the jargon, pros and cons, and costs of hardscape materials used in a variety of construction projects. Through videos, poster boards and slides, we will compare and contrast Florida projects for what is involved in each and what level of investment was made in its installation. Finally, we will discuss general pitfalls and lessons learned from all of the above.

CM 1.0

Speaker: *Adam Rossmell*, Burkhardt Construction, Inc.

Integrating Light Manufacturing

2:15 p.m. – 3:15 p.m.
Coquina H

New manufacturing in urban areas is adding jobs and tax revenue. Light manufacturers such as ice cream and chocolate makers, custom cabinetry makers and craft beer breweries are attracted by the live, work, play model for neighborhood change. Redevelopment can support the permitting of districts that allow light manufacturing to coexist with residential, commercial and entertainment venues.
CM 1.0

Moderator: **Patty Rippey**, Redevelopment Director, City of South Daytona
Speakers: **Rebecca Grohall**, City of Fort Pierce CRA; and **Jeffrey Costello**, FRA-RA, City of Delray Beach CRA

Refreshment Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.
Coquina DE
Sponsored by Terracon Consultants, Inc.

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Plenary Session and Legislative Update

3:30 p.m. – 4:30 p.m.
Coquina F

Presiding: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

2018 Legislative Outlook for CRAs

The politics of community redevelopment agencies have kept us very busy over the past year. Notwithstanding proof that they are immensely successful, the debates continue in the legislature. Is the fight over money, merit, control or all three? We will review bills and legislative action for the 2018 session.
CM 2.0
Legal 1.0

Using TIF to Support Post Storm Recovery

4:30 p.m. – 5:45 p.m.

This session is designed to answer any questions about the many tools that Community Redevelopment Agencies can use to support storm recovery. We will discuss using locally generated funds to address problems faced by our cities, counties and their residents in the aftermath of Irma. CRA's can assist in the initial needs such as demolition, debris removal, and other temporary needs. Your CRA can put together a plan to provide these resources immediately, and more long term, use inter-local agreements and plan amendments. We will provide access to sample documents, plans and other resources, and you are welcome to share what you are doing with the group, or what your needs are in this session.
CM 1.0

Moderator: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

Exhibit Hall Reception

6:00 p.m. - 7:30 p.m.

Coquina DE

Sponsored by Related Companies and Burkhardt Construction, Inc.

We will provide you with ample sustenance and *great opportunities* for professional networking! Great partnerships and results come about from a continual exchange of information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards for daily gift drawings.

Thursday - October 19, 2017

Registration Desk Open

7:00 a.m. - 3:00 p.m.

Coquina Pre-Function North

Continental Breakfast in the Exhibit Hall

7:00 a.m. - 8:00 a.m.

Coquina DE

Sponsored by GAI Consultants/Community Solutions Group

Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Coquina DE

Hospitals, Healthcare and Redevelopment

8:00 a.m. - 9:00 a.m.

Coquina F

While some healthcare services are being decentralized, hospitals remain visible and important centers of economic development. Members will learn about the forces leading to larger footprints, vacated facilities and strategies for incorporating these in local plans.

CM 1.0

Moderator: **Owen Beitsch**, PhD, Senior Director, Community Solutions Group

Speakers: **Harlon Hanson**, FAICP, Orlando Health; **Tom Kohler**, Senior Director, Community Solutions Group; and **Pete Sechler**, Senior Director, Community Solutions Group

Brownfields Redevelopment as a Catalyst

8:00 a.m. - 9:00 a.m.

Coquina G

This session provides real world examples and advice on using federal, state and local brownfields resources to couple with CRA projects. These support a broad range of projects including mixed-use redevelopment, open/green space and economic development projects.

CM 1.0

Moderator: **Miles Ballogg**, Brownfields Practice Leader, Cardno Inc.

Speakers: **Jeff Burton**, Director, Palmetto CRA; **Ed Johnson**, Manager, East Tampa CRA, City of Tampa; and **Mark Mulligan**, P.G. Environmental Department Manager, Terracon; **Charles Ray**, PPM Consultants; and **Michael Sznajstajler**, Florida Brownfields Association President,

and Partner, Cobb Cole P.A.

Redevelopment Tales from the Trenches

8:00 a.m. – 9:00 a.m.

Coquina H

Redevelopment professionals will present two case studies regarding real world examples of CRA projects. We will showcase the lessons learned and transferable information that may be used by other redevelopment practitioners.

CM 1.0

Moderator: **John M Jones**, AICP, FRA-RP, Project Manager, S&ME

Speakers: **George Kramer**, AICP, Director of Planning, S&ME; **Nicole Travis**, CRA Executive Director, City of Lakeland CRA

Forging Bank Partnerships for the Success of Your CRA

9:15 a.m. – 10:15 a.m.

Coquina F

Financial Institutions including banks and Community Development Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with panelists on specific opportunities in their CRAs and learn about redevelopment best practices from our panelists. This session is a follow-up to “Understanding Bank CRA for Florida’s CRAs”. Instead of lectures in this session, we will host a facilitated audience participation format.

CM 1.0

Moderator: **April A. Atkins**, AICP, Community Affairs Specialist, FDIC

Presenters: **Janet Hamer**, Vice President, Community Development Manager, TD Bank; **Iris Clark Jones**, Vice President - Community Reinvestment Officer, Seacoast Bank; and **Rich Rollason**, Development Officer, Florida Community Loan Fund

Doing Well by Doing Good: Using Water Quality Improvements in Redevelopment Projects

9:15 a.m. – 10:15 a.m.

Coquina G

We will share a case study of how a city and a CRA partnered on water quality projects that benefit the environment and encourage redevelopment. Regulations to restore water quality in Florida can act as barriers to the redevelopment of obsolete projects. Water quality enhancement projects help meet current standards and encourage new development and land uses as part of the redevelopment plan. The case study projects resulted in a water amenity downtown and a nutrient credit bank that eases permitting for redevelopment.

CM 1.0

Speakers: **Katherine R. English**, Partner, Pavese Law Firm; **Saeed Kazemi, P.E.**, City Manager, City of Fort Myers; and **Leigh Scrabis**, CRA Executive Director, City of Fort Myers

Economic Success Using Branding, Marketing and Social Outreach

9:15 a.m. – 10:15 a.m.

Coquina H

Branding is more than marketing. And what is the “night time” economy? It is so important to incorporate as many aspects of a campaign as you can. They are all key economic drivers of urban revitalization and development, and there are many inexpensive ideas that we will share. Learn how cities nationwide have invested in entertainment, branding and marketing programs. What is new and exciting- and what works? This session explores the best building blocks of support for economic success.

CM 1.0

Moderator and Presenter: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA

Presenters: **Marjorie Ferrer**, Project Associate, Responsibility Hospitality Institute; and **Charles Rudd**, CRA Manager, City of Maitland

Refreshment Break in the Exhibit Hall

10:15 a.m. – 10:30 a.m.

Coquina DE

Sponsored by Lewis, Longman & Walker, P.A. and Southeast Overtown/Park West CRA

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Creating Destination Playgrounds by Leveraging Both Public and Private Funding

10:30 a.m. – 11:30 a.m.

Coquina F

This session will share a successful model that was used by the City of Jacksonville and its citizens. By leveraging both public and private resources, they were able to create an inclusive, modern destination playground that galvanized an entire community in both giving and play.

CM 1.0

Moderator: **Daryl Joseph**, Director of the Parks, Recreation and Community Services, City of Jacksonville

Speakers: **Kim Clontz**, Charitable Giving Professional and Community Rainmaker; **Stacy Moseley**, CPSI, Playground Designer for Kompan Playgrounds; and **John Zell**, VP of Development, The Community Foundation for Northeast Florida

CRA Master Planning: A Story of Two Communities From Vision to Implementation

10:30 a.m. – 11:30 a.m.

Coquina G

An innovative master plan is an essential tool for all successful CRAs. Learn how two communities developed an exceptional vision and are bringing it to fruition. Collaborate in a workshop format to develop implementation strategies while learning state-of-the-art community engagement techniques.

CM 1.0

Moderator: **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF
Speakers: **Marie Dauphinais**, Director of Planning & Redevelopment, City of Oldsmar; **JoAnne Fiebe**, Assistant Research Professor, Florida Center for Community Design and Research, USF; and **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF

CRA Extension: A Small Town Experience

10:30 a.m. – 11:30 a.m.

Coquina H

The High Springs CRA was set to expire in December 2016. We will present a case study of the unique challenges faced by a small town CRAs as it relates to CRA modifications and extensions. We will discuss what went well and what didn't, the steps necessary for all CRA extensions, and how intergovernmental relationships need to be fostered and maintained before, during and after a CRA extension.

CM 1.0

Speakers: **Courtney Johnson**, CRA Attorney, High Springs CRA; and **Amanda Arnold Rodriguez**, MPA, Executive Director, City of High Springs CRA

Luncheon in the Exhibit Hall

11:30a.m. – 1:00p.m.

Coquina DE

Sponsored by S&ME, Inc.

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break. **(And, yes, you must be present to win!)**

Plenary Session and Keynote Presentation

1:00 p.m.-2:15 p.m.

Coquina ABC

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presentation: **Lenora Billings-Harris, CSP**

“Constructive Conversations to Build Community Collaboration”

CM 1.0

Refreshment Break

2:15 p.m. – 2:30 p.m.

Coquina Pre-Function North

Sponsored by PNC Bank

Who's Hungry: The Food Industry and Community Development

2:30 p.m.-3:30 p.m.

Coquina F

The food industry is a key component of cultural tourism and economic development. This session will explore means and methods CRAs can employ to attract restaurants and other elements of the food industry to help your community redevelopment efforts thrive. Speakers

will present case studies from successful restaurant/food industry initiatives. Attendees can use these examples as models for efforts they may want to employ in their CRAs.

CM 1.0

Moderator: **Renée A. Jadusingh**, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA

Speakers: **Emily Marcus**, City of Pompano Beach CRA; **Kathleen Margoles**, Oakland Park; and **Clarence E. Woods, III**, Executive Director for the Southeast Overtown/Park West CRA

Engaging the Underserved Community

2:30 p.m. – 3:30 p.m.

Coquina G

Working in traditionally underserved communities is often articulated as a priority for local governments. However, projects can only bring real-life benefits when you directly reach out to the community. Our panel will discuss how to effectively engage the underserved community to get direction and productive results. We will explore ways to deal with negativity, achieve support, implement effective methods and programs, and learn from experience. Participants will walk away with a "real talk" understanding of how to include and engage the underserved communities.

CM 1.0

Moderator: **Ken Thomas**, MPA, Director of Housing & Redevelopment, City of Leesburg

Panelists: **James Benderson**, Executive Director, Town of Eatonville CRA; **Dr. Julian Chambliss**, Professor of History, Rollins College; **Scott Evans**, AICP, Executive Director, City of Riviera Beach CRA; **Greg Jackson**, Attorney and General Counsel, Town of Eatonville CRA; and **Belinda Williams-Collins**, AICP, Senior Planner, City of Deland

Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!

2:30 p.m. - 3:30 p.m.

Coquina H

The role of entertainment retail especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a "third place" to gather and build community. The International Council of Shopping Centers (ICSC) retail industry experts will focus on the changing concepts in the retail and restaurant market. All the keys you need to attract retail and restaurants to your community will be covered!

CM 1.0

Moderator: **Lynn Dehlinger**, ICSC Private Sector P3 Florida Chair

Panelists: **David Barilla**, Assistant Director of the Orlando DDB/CRA; and **Kevin Crowder**, CEcD, Director of Economic Development, RMA

Refreshment Break

3:30 p.m. - 3:45 p.m.

Coquina Pre-Function North

Selling City Property as a Catalyst for Redevelopment

3:45 p.m. – 5:15 p.m.

Coquina F

Many cities, counties and CRAs have underutilized properties that could be sold or donated to other parties to achieve the goals of the redevelopment plan. What steps are taken to make it happen? This session will cover in detail eight such transactions: four requests for proposals (RFPs), two bid processes and two property donations by the City of New Smyrna Beach in the past eight years. These eight transactions are for a variety of project types: three commercial projects, three residential projects, one mixed-use project and one to a nonprofit organization providing an important community service. The presentation will include how to approach the marketing of the property, specifics for structuring an RFP and the negotiated contract, as well as using the bid process.

CM 1.0

Speakers: **Donna M. Gray-Banks**, Community Resource Coordinator, City of New Smyrna Beach and Co-Chair, FBA Environmental Justice Committee; and **Tony Otte**, CEC, FRA-RA, CRA/Economic Development Director and FRA Board Member, City of New Smyrna Beach

Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration

3:45 p.m. – 5:15 p.m.

Coquina G

Are you ready to go beyond just talking about bias, sexism, racism and other “isms”? Are you ready to engage with others within an environment of diversity and inclusion? What does inclusiveness and diversity from a community-building point of view look like? We will learn a constructive technique called **S.T.O.P.** and explore the Transformational Diversity Management Principles, based on the work of Lenora Billings-Harris, CSP, that explain the relationship of unconscious bias on our actions. This is not a lecture. It is a workshop in which you will play an integral part in sharing and learning. We will discuss issues affecting your community from the perspective of federal, state and local governments. You will leave with tactics and strategies to continue the conversation, leading to collaborative actions.

CM 1.5

Presented by: **Lenora Billings-Harris, CSP**

Committee Participants: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach; **Toni Shamplain**, Panama City Beach, Manager, CRA North; and **Gerald Snell**, Avon Park Southside CRA

Community Partners for Workable Visioning Projects

3:45 p.m. – 5:15 p.m.

Coquina H

A natural and successful match is there for the asking when students, as part of their graduation requirements, help redevelopment projects with their design, data collection or other needs. Usually, the university supervises and monitors outcomes with the public entity. The quality of work, cost savings and versatility of results can benefit our redevelopment programs in ways that would not have been otherwise possible. This session will share the results of student-aided projects in North and Southwest Florida. If your alma mater or local college is not represented, what might they provide through a partnership with your city or county?

CM 1.5

Moderators: **Jeff Burton**, Director, CRA, City of Palmetto; and **Martha Kohen**, Professor of Architecture, SoA-DCP, Director, Center for Hydro-Generated Urbanism, University of Florida
Speakers: **Students** from the University of Florida and the University of South Florida

Awards and Academy Graduation Dinner

6:30 p.m. – 9:00 p.m.

Coquina ABC

Sponsored by Burkhardt Construction, Inc. and Related Companies

Friday - October 20, 2017

Registration Desk Open

7:00 a.m. – 12:00 p.m.

Coquina Pre-Function North

Continental Breakfast

7:30 a.m.-9:00 a.m.

Coquina D

Annual Business Meeting

8:30 a.m. – 8:45 a.m.

Help us congratulate our new and returning FRA Board members.

FRA Annual Awards Showcase

8:45 a.m. – 10:15 a.m.

Our 2017 winners will make short presentations on their successes, challenges and lessons learned during this “rocket round” of presentations.

CM 1.0

Moderator: **Gail Hamilton**, FRA Treasurer and CRA Director, City of Zephyrhills

Presenters: **2017 FRA Award Winners**

Plenary Session and Keynote Presentation

10:30 a.m. – 12:00 p.m.

Coquina F

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presenter: **Amy Liu**, Vice President and Director, Metropolitan Policy Program, The Brookings Institution

“Remaking Economic Development: The Markets and Civics of Continuous Growth and Prosperity”

Adjourn

12:00 p.m.

CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Dan Murphy
DEPARTMENT: CRA
LOCATION: Daytona Beach, Florida
TRIP/TRAINING DATE: October 17 - 20, 2017
PURPOSE: 2017 FRA Conference

CHECK ONE
☐ Certification
☐ General Training
☐ License
☒ Other

Note any overnight or out of state travel events attended in the last 12 months:

2017 ICSC Florida Conference, Orlando, FL, Aug 27-29, 2017

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Lodging (3 nights @ \$145.00)	Hilton Daytona Beach Oceanfront Resort	\$ 435.00
Parking (Self/Valet - \$17/\$24)	Estimate	\$ 48.00
Per Diem (M&IE) Allowance	M&IE	\$ 97.35
TOTAL EXPENSES		\$ 580.35

MILEAGE DETAIL - PERSONAL VEHICLE (attach MapQuest or Google Maps mileage calculation)		
Departure/Destination	Standard Mileage Calculation	
Departure City: Dania Beach, FL	Cost per Mile	Round Trip Mileage
Destination City: Daytona Beach, FL	0.535	495.0
TOTAL MILEAGE CALCULATION		\$ 264.68

TOTAL ESTIMATED TRAVEL COST **\$ 845.03**

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Dan Murphy		
Department Director (print)	Signature	Date
Finance Director (print)	Signature	Date
Nicki Satterfield		10/2/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens	TAS	10/2/17

Stevens, Tania

From: Kisha Payen <kishapayen@gmail.com>
Sent: Tuesday, October 03, 2017 11:24 AM
To: Stevens, Tania; Payen, Kisha
Subject: Fwd: Your 17 Oct 2017 Confirmation #3374309638

----- Forwarded message -----

From: Hilton Hotels & Resorts Confirmed <hiltonhotels&resorts@res.hilton.com>
Date: Tue, Oct 3, 2017 at 11:20 AM
Subject: Your 17 Oct 2017 Confirmation #3374309638
To: "kishapayen@gmail.com" <kishapayen@gmail.com>



Hilton Daytona Beach Oceanfront Resort
100 North Atlantic Avenue, Daytona Beach
FL 32118
T: 1 386-254-8200

Oct. 17, 2017 – Oct. 20, 2017
Confirmation Number: 3374309638

 UPDATE

Dan Murphy,
see you on Oct 17, 2017



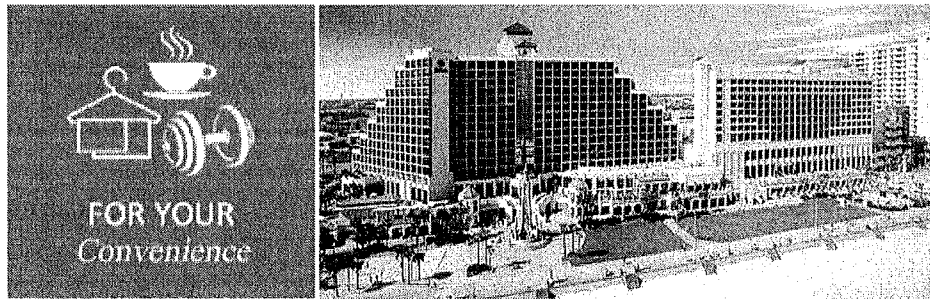
FIND US
Maps & Directions



EXPLORE
Neighborhood



DIG INTO
Dining



Dan Murphy,

we'll see you on Oct 17, 2017



DAN MURPHY,
ENJOY A SPECIAL ROOM
UPGRADE FOR ONLY **\$25**

[SHOW MY CUSTOM UPGRADE](#)

Your Room Information:

2 QUEEN BEDS OCEANFRONT,
Non-Smoking

Rooms: 1

Guests: 1 Adult

Check In: Oct 17 4:00 PM
Check Out: Oct 20 11:00 AM

*Free Cancellation: If your plans change, let us know by Oct 14 to avoid being charged for the first night.**

Your Plan Information:

FL REDEVELOPMENT ASN

Rate per night : 145.00 USD

Total for Stay per Room

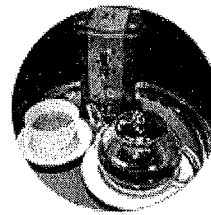
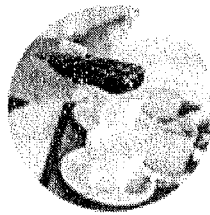
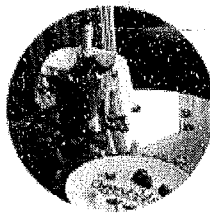
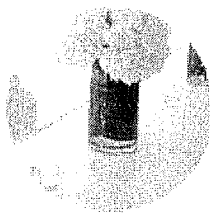
Rate: 435.00 USD

Taxes: 54.38 USD

Total: 489.38 USD

Total for Stay : 489.38 USD

The comforts of home even when you're away.



We want to make sure your arrival is the perfect beginning to a relaxing stay, so let us prepare your room ahead of time with any extra touches that would make it feel more like home*.

CUSTOMIZE YOUR STAY

STOP CLICKING AROUND

LET YOURSELF IN
WITH DIGITAL KEY

GET THE APP

*Not available at all hotels.

Rate Rules and Cancellation Policy:

- Your reservation is guaranteed for late arrival.
- If your plans change please let us know – it's free to cancel or update your reservation by 11:59pm local hotel time on Oct 14, 2017.

Additional Information:

Tax:

- 12.50% per room per night

Valet parking: 24.00/night

Self parking: 17.00/night

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Any change to the arrival date, departure date or room type of this reservation is subject to the hotel's availability at the time the change is requested and may result in a possible rate change or an additional fee. For example, shortening or lengthening your reservation is subject to availability and may not be possible at a later date. For more information, please [click here](#) to see all the rules and restrictions.

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Best regards,

**City of Dania Beach
Travel Per Diem Calculator**

Traveler Name: Dan Murphy

Description of Trip: 2017 FRA Conference

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 59.00

Destination: Daytona Beach, Florida

First Date of Travel 17-Oct-17

Last Date of Travel 20-Oct-17

		Travel			Travel		
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date		17-Oct-17	18-Oct-17	19-Oct-17	20-Oct-17		
Breakfast 15%			\$ 8.85	\$ -			
Lunch 35%			\$ -	\$ -			
Dinner 50%			\$ -	\$ -			
Total Daily total =		\$ 44.25	\$ 8.85	\$ -	\$ 44.25		

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Breakfast 15%							
Lunch 35%							
Dinner 50%							
Total Daily total =							

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 44.25

Total Per Diem Due to Traveler \$ 97.35

Meal Exclusions		
Date	Meal Provided	Amount
18-Oct-17	Lunch	\$ 20.65
18-Oct-17	Dinner	\$ 29.50
19-Oct-17	Breakfast	\$ 8.85
19-Oct-17	Lunch	\$ 20.65
19-Oct-17	Dinner	\$ 29.50

FY 2018 Per Diem Rates for Daytona Beach, Florida

(October 2017 - September 2018)

October 2017 - September 2018 The following rates apply for **Daytona Beach, Florida**

Primary Destination (1, 2)	County (3, 4)	2017			2018								M&IE	
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	(5)
Daytona Beach	Volusia	\$97	\$97	\$97	\$97	\$131	\$131	\$108	\$108	\$108	\$108	\$97	\$97	\$59

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.

Meals and Incidental Expenses (M&IE) Breakdown

Choose one of the headings below to get meals and incidental expense rates (M&IE) for federal travelers.

Find total M&IE for travel in the continental U.S. _____

Find M&IE breakdown by meal for travel in the continental U.S.

M&IE Breakdown

M&IE Total (1)	Continental Breakfast/ Breakfast (2)	Lunch (2)	Dinner (2)	Incidental Expenses	First & Last Day of Travel (3)
\$51	\$11	\$12	\$23	\$5	\$38.25
\$54	\$12	\$13	\$24	\$5	\$40.50
\$59	\$13	\$15	\$26	\$5	\$44.25
\$64	\$15	\$16	\$28	\$5	\$48.00
\$69	\$16	\$17	\$31	\$5	\$51.75
\$74	\$17	\$18	\$34	\$5	\$55.50

1. This table lists the full daily amount federal employees receive for a single calendar day of travel when that day is neither the first nor last day of travel.
2. The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.
3. This column lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Find M&IE breakdown by meal for foreign and outside the continental U.S. (OCONUS) travel

The shortcut to this page is www.gsa.gov/mie.

For all travel policy questions, email travelpolicy@gsa.gov.

RATE THIS PAGE

***Florida Redevelopment Association
2017 Annual Conference
Tentative Program
October 17-20, 2017
Hilton Daytona Beach Resort/Ocean Walk Village

www.redevelopment.net***

Conference At-A-Glance

Tuesday - October 17, 2017

- 3:00 p.m. **Board of Directors Meeting**
Coquina GH
- 5:45 p.m. **Early Bird and New Member Get Together**
McCoy's Rum Bar

Wednesday - October 18, 2017

- 7:30 a.m. **Coffee at Registration**
Coquina Pre-Function North
- 7:30 a.m. **Registration Desk Open**
Coquina Pre-Function North
- 7:45 a.m. **Mobile Tours**
North Tower Lobby Entrance
- 8:00 a.m. **CRA Board Training**
Ponce de Leon
- 11:00 a.m. **Welcome Luncheon in the Exhibit Hall**
Coquina DE
- 11:00 a.m. **Exhibit Hall Open**
Coquina DE
- 12:45 p.m. **Welcome Plenary Session and Keynote Presentation**
Coquina ABC
- 2:00 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 2:15 p.m. **Understanding Bank CRAs for Florida's CRAs**
Coquina F
- 2:15 p.m. **Paving Your Way to Redevelopment**
Coquina G
- 2:15 p.m. **Integrating Light Manufacturing**
Coquina H
- 3:15 p.m. **Refreshment Break in the Exhibit Hall**
Coquina DE
- 3:30 p.m. **Plenary Session and Legislative Update**
Coquina F
- 4:45 p.m. **Communicating and Measuring CRA Success**
Coquina F

6:00 p.m. **Reception in the Exhibit Hall**
Coquina DE

Thursday - October 19, 2017

7:00 a.m. **Registration Desk Open**
Coquina Pre-Function North

7:00 a.m. **Continental Breakfast in the Exhibit Hall**
Coquina DE

7:00 a.m. **Exhibit Hall Open**
Coquina DE

8:00 a.m. **Hospitals, Healthcare and Redevelopment**
Coquina F

8:00 a.m. **Brownfields Redevelopment as a Catalyst**
Coquina G

8:00 a.m. **Redevelopment Tales from the Trenches**
Coquina H

9:15 a.m. **Forging Bank Partnerships for the Success of Your CRA**
Coquina F

9:15 a.m. **Doing Well by Doing Good: Using Water Quality Improvement in Redevelopment Projects**
Coquina G

9:15 a.m. **Economic Success Using Branding, Marketing and Social Outreach**
Coquina H

10:15 a.m. **Refreshment Break in the Exhibit Hall**
Coquina DE

10:30 a.m. **Creating Destination Playgrounds by Leveraging Both Public and Private Funding**
Coquina F

10:30 a.m. **CRA Master Planning: A Story of Two Communities from Vision to Implementation**
Coquina G

10:30 a.m. **CRA Extension: A Small Town Experience**
Coquina H

11:30 a.m. **Luncheon in the Exhibit Hall**
Coquina DE

1:00 p.m. **Plenary Session and Keynote Presentation**
Coquina ABC

2:15 p.m. **Refreshment Break**
Coquina Pre-Function North

2:30 p.m. **Who's Hungry: The Food Industry and Community Development**
Coquina F

2:30 p.m. **Engaging the Underserved Community**
Coquina G

2:30 p.m. **Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!**
Coquina H

3:30 p.m. **Refreshment Break**
Coquina Pre-Function North

3:45 p.m. **Selling City Property as a Catalyst for Redevelopment**
Coquina F

- 3:45 p.m. **Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration**
Coquina G
- 3:45 p.m. **Community Partners for Workable Visionary Projects**
Coquina H
- 6:30 p.m. **Awards and Academy Graduation Dinner**
Coquina ABC

Friday - October 20, 2017

- 7:30 a.m. **Breakfast, Annual Business Meeting and Awards Showcase**
Coquina D
- 10:30 a.m. **Plenary Session and Keynote Presentation**
Coquina F
- 12:00 p.m. **Adjourn**

Exhibitors and Sponsors

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Burkhardt Construction, Inc. - Booth #15, Event Sponsor

(561) 659-1400

Contact: Marc Kleisley

marc@burkhardtconstruction.com

Website: www.burkhardtconstruction.com

Construction management and design build services for streetscape and public space beautification projects.

Calvin, Giordano & Associates, Inc. - Booth #14, Gold Sponsor

(954) 921-7781

Contact: Shelley Eichner

seichner@cgasolutions.com

Website: www.cgasolutions.com

A comprehensive approach to building code services, engineering, government services, landscape architecture, planning and surveying.

Chen Moore and Associates - Booth #1

(954) 730-0707

Contact: Peter Moore, P.E.

pmoore@chenmoore.com

Website: www.chenmoore.com

Civil and environmental engineering, planning, landscape architecture, GIS, CEI.

FINFROCK - Booth #25

(407) 293-4000

Contact: Gail Kroll

gkroll@finfrock.com

Website: www.finfrock.com

Vertically integrated design-builder delivering buildings as a product rather than a series of services.

Florida Community Loan Fund - Booth #11, Silver Sponsor

(407) 246-0846

Contact: Nelson Black

info@fclf.org

Website: www.fclf.org

Providing flexible financing and staff expertise to help projects succeed and improve low-income communities.

Florida League of Cities - Booth #6

(850) 222-9684

Contact: Mark Sittig

marksittig@flcities.com

Website: www.floridaleagueofcities.com

Nationwide leader of service to local government.

GAI Consultants/Community Solutions Group - Booth #30, Gold Sponsor

(321) 319-3133 o- (407) 423-8398

Contact: Tom Kohler

t.kohler@gaiconsultants.com

Website: www.gaiconsultants.com/communitysolutions

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning and economics.

Lewis, Longman & Walker, P.A. - Silver Sponsor

(904) 353-6410

Contact: Brenna Durden

bdurden@llw-law.com

Website: www.llw-law.com

Legal services: Redevelopment, Environmental, Land Use, Permitting, Zoning, Real Estate

Neighborhood Lending Partners - Booth #19

(813) 879-4525

Contact: Debra Reyes

dreyer@nlp-inc.com

Website: www.nlp-inc.com

Flexible innovative financing and services to create inclusive and sustainable neighborhoods.

Neighborly Software – Booth #23

(703) 864-7231

Contact: Jason Rusnak

jason.rusnak@neighborlysoftware.net

Website: www.neighborlysoftware.com

Hosted software that automates the enrollment, administration and reporting of housing, economic and community development programs.

Playmore Recreational Products and Services - Booth#16

(239) 340-8184

Contact: Luke Russell

info@playmoreonline.com

Website: playmoreonline.com

Playground and park equipment.

PNC Bank - Silver Sponsor

(561) 803-9946

Contact: Monclaude Nestor

monclaude.nestor@pnc.com

Website: www.pnc.com

Community development lending and investments, financial education.

RMA - Booths #13, 18

(954) 695-0754

Contact: Kim Briesemeister

kim@rma.us.com

Website: www.rma.us.com

Full service economic development, planning, redevelopment firm providing staffing and consulting

Related Companies - Booth #29, Event Sponsor

(646) 483-6984

Contact: Gopal Rajegowda

grajegowda@related.com

Website: www.related.com

Developer.

S&ME, Inc. - Booth #12, Gold Sponsor

(407) 975-1273

Contact: John Jones

jjones@smeinc.com

Website: www.smeinc.com

Formerly Littlejohn, an interdisciplinary firm offering planning, design, transportation, engineering and landscape architecture

Southeast Overtown/Park West CRA - Booth #3, Silver Sponsor

(305) 679-6800

Contact: Jonelle Adderley

jadderley@miamigov.com

Website: www.seopwcia.com

Community redevelopment agency

Sternberg Lighting - Booth #17

(815) 341-2275

Contact: Mark Dean

mdean@sternberglighting.com

Website: www.sternberglighting.com

Decorative and functional outdoor pole mounting lighting fixtures

Terracon Consultants, Inc. - Booth #20, Silver Sponsor

(813) 321-0311

Contact: Judi Weaver

Judi.weaver@terracon.com

Website: www.terracon.com

Engineering firm providing environmental consulting, geotechnical engineering, materials testing and facilities services.

Underground Refuse Systems, Inc. - Booth #2

(407) 944-9000

Contact: Jay Wheeler

jay@undergroundrefuse.com

Website: www.undergroundrefuse.com

Underground solid waste containment and collection system. Saves space, aesthetically pleasing, much cleaner.

The Weitz Company - Booth #28

(954) 505-2087

Contact: Amy Buchar

amy.buchar@weitz.com

Website: www.weitz.com

Construction manager, general contractor, design builder.

Conference Committee

Many thanks to these individuals and their organizations for helping to make this conference possible!

COMMITTEE CHAIR

Brenna Durden, Lewis, Longman and Walker, P.A.

COMMITTEE MEMBERS

April Atkins, AICP, FDIC

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Reed Berger, Daytona Beach CRA

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Kevin Crowder, CECd, RMA

Lynn Dehlinger, TAG LLC

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Marjorie Ferrer, Responsible Hospitality Institute

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Adam Rossmell, Burkhardt Construction, Inc.
Leigh Scrabis, Fort Myers CRA
Patty Rippey, City of South Daytona
Ken Thomas, City of Leesburg
Brenda Thrower, Ybor City CRA

Conference Facilities

Hilton Daytona Beach Resort/Ocean Walk Village
Daytona Beach, Florida

Registration Desk Hours

Wednesday, October 18 7:30 a.m. – 6:00 p.m.
Thursday, October 19 7:00 a.m. – 3:00 p.m.

Registration Packages

Three-day registration includes all workshops and meals scheduled during the conference.

One-day registrations include workshops and meals scheduled for that day only.

Note that the mobile tours and CRA board training are **not** included with any package and must be purchased separately. Students and guests, exhibitors and sponsors may attend the sessions without registering. However, meals, including breaks and receptions, are not included. *If you would like to purchase tickets to meals, including breaks and receptions, please visit the registration desk.* * Name badges must be worn to gain access to all conference events.

***Additional Tickets**

Additional tickets for all meals may be purchased at the FRA conference registration desk.

Wireless Internet Access

Username: FRAAC Password: CRASRULE

International Economic Development Council

This event is recognized by the International Economic Development Council (IEDC) as a professional development event that counts toward the recertification of Certified Economic Developers (CEcD).

American Institute of Certified Planners

AICP members can earn Certification Maintenance (CM) credits for many activities at this event. When CM credits are available, they are noted at the end of an activity description. More information about AICP's CM program can be found at www.planning.org/cm.

Florida Bar

This event has been accredited for Continuing Legal Education by the Florida Bar for:

28 General CLE Credits

21 Business Litigation

28 Government Law

28 Real Estate

28 Government and Administrative Practice Certification Credits.

Schedule of Events

Tuesday – October 17, 2017

FRA Board of Directors Meeting

3:00 p.m. – 6:00 p.m.

Coquina GH

This meeting is open to all FRA members.

Early Bird/New Member Orientation

5:45 p.m. – 7:00 p.m.

McCoy's Rum Bar

New to redevelopment, or the FRA? We want to welcome you, and encourage you to pop in to say hello. This is a casual atmosphere, and there will be plenty of information about the program and how to best take full advantage of opportunities. Feel free to bring your significant others, and anyone interested in the conference or learning more about the FRA! (*cash bar*)

Wednesday – October 18, 2017

Registration Desk Open

7:30 a.m. - 6:30 p.m.

Coquina Pre-Function North

Coffee at Registration

7:30 a.m. - 9:00 a.m.

Coquina Pre-Function North

Mobile Tour – Daytona International Speedway and One Daytona Mixed Use Project

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

This TIF-inspired deal with the Speedway and One Daytona included gutting the old track and stands and tearing down a former GE plant. The redevelopment of these parcels revitalized the former blight and created a venue that attracts more economic development dollars than ever before. This tour is also an opportunity to explore the 2.5-mile, world renowned International Speedway from a variety of vantage points, including a ninety-minute VIP tour that ends at the new NASCAR museum. We will also visit the new Motorsports Hall of Fame of America, showcasing spectacular displays. Learn how this world-class facility continues to be an engine for redevelopment and tourism in the CRA, the city, the county and the state.

CM 3.0

Tour Guide: **Reed Berger**, AICP, City of Daytona Beach Redevelopment Director

**Mobile Tour – South Daytona CRA and New Smyrna Beach Commercial Corridor
Streetscapes and Undergrounding of Utilities**

7:45 a.m. – 11:15 a.m.

Separate registration of \$40 per person and pre-registration is required. The bus will begin loading at 7:45 a.m.

We will showcase some ambitious and successful CRA funded projects: A main commercial corridor re-envisioned with the undergrounding of utilities and extensive landscaping; and two declining historic commercial areas with numerous underutilized and vacant properties now completely revitalized through a menu of CRA programs. The project managers will be on hand to share the total picture, from concept to program development, complete with false starts and challenges. South Daytona officials will share how they used CRA, federal and state grants to make upgrades and improvements otherwise not possible. New Smyrna Beach's numerous projects will be explained in detail, from the project RFPs, to large and small grants, to partnerships for neighborhood revitalization. We will also give you digital access to "before and after" on this tour, so don't forget to have a device on hand with internet access!

CM 3.0

Tour Guides: **Tony Otte**, CRA/Economic Development Director, City of New Smyrna Beach
and **Patty Rippey**, Redevelopment Director, City of South Daytona

CRA Board Training

8:00 a.m. - 11:00 a.m.

Ponce de Leon

Separate registration of \$25 per person is required and pre-registration is recommended.

This is a general educational session designed for CRA staff, elected and appointed officials, volunteers and advisory board members. It provides a succinct overview of what you need to know that you don't know in the universe of CRAs. Learn some helpful practical, legal and administrative best practices for CRA policy making success.

CM 3

CM 1.5 Law

Instructors: *Clifford B. Shepard*, General Counsel, Florida Redevelopment Association; and
Carol Westmoreland, Executive Director, Florida Redevelopment Association

Welcome Luncheon in the Exhibit Hall

11:00 a.m. - 12:30 p.m.

Coquina DE

Sponsored by Calvin, Giordano & Associates, Inc.

Experience what this conference is all about: public and private sectors combining for an exciting dialogue about what is happening all over Florida. Don't miss this opportunity to meet and network with fellow members and redevelopment partners.

Exhibit Hall Open

11:00 a.m. - 7:30 p.m.

Coquina DE

Welcome Plenary Session and Keynote Presentation

12:45 p.m. - 2:00 p.m.

Coquina ABC

What are Cities For, Anyway?

Keynote Speaker: *Rebecca Ryan*, NEXT Generation Consulting, Inc.

"Live First, Work Second" was Rebecca Ryan's first book. Today, the futurist who predicted that cities would be more important than jobs to the next generation is returning to Florida to help downtown place makers and tastemakers see what's coming - who, how and why downtowns will transform.

CM 1.25

Presiding: *Michael Parker*, FRA President and Director, Community Housing & Human Services, City of Tallahassee

Refreshment Break in the Exhibit Hall

2:00 p.m. - 2:15 p.m.

Coquina DE

Sponsored by Florida Community Loan Fund

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Understanding Bank CRA for Florida's CRAs

2:15 p.m. - 3:15 p.m.

Coquina F

Learn about the Community Reinvestment Act (CRA), and how city and county CRAs can partner with banks to meet community development needs. Examples of economic development, small business support, affordable housing as well as revitalization and stabilization will be discussed. The session will include a presentation and exercise in identifying bank Community Reinvestment Act opportunities. You will leave with a general knowledge of the Community Reinvestment Act and understanding about how Community Redevelopment Areas can use their plan goals and objectives to partner on redevelopment projects.

CM 1.0

Speakers: *April A. Atkins*, AICP, Community Affairs Specialist, Federal Deposit Insurance Corp.; and *Lisa Mifflin*, CRCM - District Community Affairs Officer, Office of the Comptroller of the Currency

Paving Your Way to Redevelopment

2:15 p.m. - 3:15 p.m.

Coquina G

This session will explain the jargon, pros and cons, and costs of hardscape materials used in a variety of construction projects. Through videos, poster boards and slides, we will compare and contrast Florida projects for what is involved in each and what level of investment was made in its installation. Finally, we will discuss general pitfalls and lessons learned from all of the above.

CM 1.0

Speaker: *Adam Rossmell*, Burkhardt Construction, Inc.

Integrating Light Manufacturing

2:15 p.m. – 3:15 p.m.
Coquina H

New manufacturing in urban areas is adding jobs and tax revenue. Light manufacturers such as ice cream and chocolate makers, custom cabinetry makers and craft beer breweries are attracted by the live, work, play model for neighborhood change. Redevelopment can support the permitting of districts that allow light manufacturing to coexist with residential, commercial and entertainment venues.

CM 1.0

Moderator: **Patty Rippey**, Redevelopment Director, City of South Daytona
Speakers: **Rebecca Grohall**, City of Fort Pierce CRA; and **Jeffrey Costello**, FRA-RA, City of Delray Beach CRA

Refreshment Break in the Exhibit Hall

3:15 p.m. - 3:30 p.m.

Coquina DE

Sponsored by Terracon Consultants, Inc.

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Plenary Session and Legislative Update

3:30 p.m. – 4:30 p.m.

Coquina F

Presiding: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

2018 Legislative Outlook for CRAs

The politics of community redevelopment agencies have kept us very busy over the past year. Notwithstanding proof that they are immensely successful, the debates continue in the legislature. Is the fight over money, merit, control or all three? We will review bills and legislative action for the 2018 session.

CM 2.0

Legal 1.0

Using TIF to Support Post Storm Recovery

4:30 p.m. – 5:45 p.m.

This session is designed to answer any questions about the many tools that Community Redevelopment Agencies can use to support storm recovery. We will discuss using locally generated funds to address problems faced by our cities, counties and their residents in the aftermath of Irma. CRA's can assist in the initial needs such as demolition, debris removal, and other temporary needs. Your CRA can put together a plan to provide these resources immediately, and more long term, use inter-local agreements and plan amendments. We will provide access to sample documents, plans and other resources, and you are welcome to share what you are doing with the group, or what your needs are in this session.

CM 1.0

Moderator: **Brenna Durden**, FRA President Elect, 2017 Conference Chair and Shareholder, Lewis, Longman & Walker, P.A.

Exhibit Hall Reception

6:00 p.m. - 7:30 p.m.

Coquina DE

Sponsored by Related Companies and Burkhardt Construction, Inc.

We will provide you with ample sustenance and *great opportunities* for professional networking! Great partnerships and results come about from a continual exchange of information. Visit the booths you didn't get to at lunch, and don't forget to bring plenty of business cards for daily gift drawings.

Thursday - October 19, 2017

Registration Desk Open

7:00 a.m. – 3:00 p.m.

Coquina Pre-Function North

Continental Breakfast in the Exhibit Hall

7:00 a.m. - 8:00 a.m.

Coquina DE

Sponsored by GAI Consultants/Community Solutions Group

Exhibit Hall Open

7:00 a.m. - 12:45 p.m.

Coquina DE

Hospitals, Healthcare and Redevelopment

8:00 a.m. – 9:00 a.m.

Coquina F

While some healthcare services are being decentralized, hospitals remain visible and important centers of economic development. Members will learn about the forces leading to larger footprints, vacated facilities and strategies for incorporating these in local plans.

CM 1.0

Moderator: **Owen Beitsch**, PhD, Senior Director, Community Solutions Group

Speakers: **Harlon Hanson**, FAICP, Orlando Health; **Tom Kohler**, Senior Director, Community Solutions Group; and **Pete Sechler**, Senior Director, Community Solutions Group

Brownfields Redevelopment as a Catalyst

8:00 a.m. – 9:00 a.m.

Coquina G

This session provides real world examples and advice on using federal, state and local brownfields resources to couple with CRA projects. These support a broad range of projects including mixed-use redevelopment, open/green space and economic development projects.

CM 1.0

Moderator: **Miles Ballogg**, Brownfields Practice Leader, Cardno Inc.

Speakers: **Jeff Burton**, Director, Palmetto CRA; **Ed Johnson**, Manager, East Tampa CRA, City of Tampa; and **Mark Mulligan**, P.G. Environmental Department Manager, Terracon; **Charles Ray**, PPM Consultants; and **Michael Sznajstajler**, Florida Brownfields Association President,

and Partner, Cobb Cole P.A.

Redevelopment Tales from the Trenches

8:00 a.m. – 9:00 a.m.

Coquina H

Redevelopment professionals will present two case studies regarding real world examples of CRA projects. We will showcase the lessons learned and transferable information that may be used by other redevelopment practitioners.

CM 1.0

Moderator: **John M Jones**, AICP, FRA-RP, Project Manager, S&ME

Speakers: **George Kramer**, AICP, Director of Planning, S&ME; **Nicole Travis**, CRA Executive Director, City of Lakeland CRA

Forging Bank Partnerships for the Success of Your CRA

9:15 a.m. – 10:15 a.m.

Coquina F

Financial Institutions including banks and Community Development Financial Institutions provide lending, services and investments for local infrastructure, affordable housing and economic development. How can a CRA plug into these programs? We will discuss how to effectively choose and partner with a financial institution. Participants will engage with panelists on specific opportunities in their CRAs and learn about redevelopment best practices from our panelists. This session is a follow-up to “Understanding Bank CRA for Florida’s CRAs”. Instead of lectures in this session, we will host a facilitated audience participation format.

CM 1.0

Moderator: **April A. Atkins**, AICP, Community Affairs Specialist, FDIC

Presenters: **Janet Hamer**, Vice President, Community Development Manager, TD Bank; **Iris Clark Jones**, Vice President - Community Reinvestment Officer, Seacoast Bank; and **Rich Rollason**, Development Officer, Florida Community Loan Fund

Doing Well by Doing Good: Using Water Quality Improvements in Redevelopment Projects

9:15 a.m. – 10:15 a.m.

Coquina G

We will share a case study of how a city and a CRA partnered on water quality projects that benefit the environment and encourage redevelopment. Regulations to restore water quality in Florida can act as barriers to the redevelopment of obsolete projects. Water quality enhancement projects help meet current standards and encourage new development and land uses as part of the redevelopment plan. The case study projects resulted in a water amenity downtown and a nutrient credit bank that eases permitting for redevelopment.

CM 1.0

Speakers: **Katherine R. English**, Partner, Pavese Law Firm; **Saeed Kazemi, P.E.**, City Manager, City of Fort Myers; and **Leigh Scrabis**, CRA Executive Director, City of Fort Myers

Economic Success Using Branding, Marketing and Social Outreach

9:15 a.m. – 10:15 a.m.

Coquina H

Branding is more than marketing. And what is the “night time” economy? It is so important to incorporate as many aspects of a campaign as you can. They are all key economic drivers of urban revitalization and development, and there are many inexpensive ideas that we will share. Learn how cities nationwide have invested in entertainment, branding and marketing programs. What is new and exciting- and what works? This session explores the best building blocks of support for economic success.

CM 1.0

Moderator and Presenter: **Sharon West McCormick**, Director of Business Attraction & Marketing, RMA

Presenters: **Marjorie Ferrer**, Project Associate, Responsibility Hospitality Institute; and **Charles Rudd**, CRA Manager, City of Maitland

Refreshment Break in the Exhibit Hall

10:15 a.m. – 10:30 a.m.

Coquina DE

Sponsored by Lewis, Longman & Walker, P.A. and Southeast Overtown/Park West CRA

Exhibitor door prizes will be drawn during this break. **You must be present to win!**

Creating Destination Playgrounds by Leveraging Both Public and Private Funding

10:30 a.m. – 11:30 a.m.

Coquina F

This session will share a successful model that was used by the City of Jacksonville and its citizens. By leveraging both public and private resources, they were able to create an inclusive, modern destination playground that galvanized an entire community in both giving and play.

CM 1.0

Moderator: **Daryl Joseph**, Director of the Parks, Recreation and Community Services, City of Jacksonville

Speakers: **Kim Clontz**, Charitable Giving Professional and Community Rainmaker; **Stacy Moseley**, CPSI, Playground Designer for Kompan Playgrounds; and **John Zell**, VP of Development, The Community Foundation for Northeast Florida

CRA Master Planning: A Story of Two Communities From Vision to Implementation

10:30 a.m. – 11:30 a.m.

Coquina G

An innovative master plan is an essential tool for all successful CRAs. Learn how two communities developed an exceptional vision and are bringing it to fruition. Collaborate in a workshop format to develop implementation strategies while learning state-of-the-art community engagement techniques.

CM 1.0

Moderator: **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF
Speakers: **Marie Dauphinais**, Director of Planning & Redevelopment, City of Oldsmar; **JoAnne Fiebe**, Assistant Research Professor, Florida Center for Community Design and Research, USF; and **Taryn Sabia**, Director, Florida Center for Community Design and Research, USF

CRA Extension: A Small Town Experience

10:30 a.m. – 11:30 a.m.

Coquina H

The High Springs CRA was set to expire in December 2016. We will present a case study of the unique challenges faced by a small town CRAs as it relates to CRA modifications and extensions. We will discuss what went well and what didn't, the steps necessary for all CRA extensions, and how intergovernmental relationships need to be fostered and maintained before, during and after a CRA extension.

CM 1.0

Speakers: **Courtney Johnson**, CRA Attorney, High Springs CRA; and **Amanda Arnold Rodriguez, MPA**, Executive Director, City of High Springs CRA

Luncheon in the Exhibit Hall

11:30a.m. – 1:00p.m.

Coquina DE

Sponsored by S&ME, Inc.

Continue to make new friends and associates as you meet with exhibitors and other attendees over lunch. The last of the exhibitor door prizes will be drawn during this break. **(And, yes, you must be present to win!)**

Plenary Session and Keynote Presentation

1:00 p.m.-2:15 p.m.

Coquina ABC

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presentation: **Lenora Billings-Harris, CSP**

“Constructive Conversations to Build Community Collaboration”

CM 1.0

Refreshment Break

2:15 p.m. – 2:30 p.m.

Coquina Pre-Function North

Sponsored by PNC Bank

Who's Hungry: The Food Industry and Community Development

2:30 p.m.-3:30 p.m.

Coquina F

The food industry is a key component of cultural tourism and economic development. This session will explore means and methods CRAs can employ to attract restaurants and other elements of the food industry to help your community redevelopment efforts thrive. Speakers

will present case studies from successful restaurant/food industry initiatives. Attendees can use these examples as models for efforts they may want to employ in their CRAs.

CM 1.0

Moderator: **Renée A. Jadusingh**, Esq., LL.M., Staff Counsel for the Southeast Overtown/Park West CRA

Speakers: **Emily Marcus**, City of Pompano Beach CRA; **Kathleen Margoles**, Oakland Park; and **Clarence E. Woods, III**, Executive Director for the Southeast Overtown/Park West CRA

Engaging the Underserved Community

2:30 p.m. – 3:30 p.m.

Coquina G

Working in traditionally underserved communities is often articulated as a priority for local governments. However, projects can only bring real-life benefits when you directly reach out to the community. Our panel will discuss how to effectively engage the underserved community to get direction and productive results. We will explore ways to deal with negativity, achieve support, implement effective methods and programs, and learn from experience. Participants will walk away with a "real talk" understanding of how to include and engage the underserved communities.

CM 1.0

Moderator: **Ken Thomas**, MPA, Director of Housing & Redevelopment, City of Leesburg

Panelists: **James Benderson**, Executive Director, Town of Eatonville CRA; **Dr. Julian Chambliss**, Professor of History, Rollins College; **Scott Evans**, AICP, Executive Director, City of Riviera Beach CRA; **Greg Jackson**, Attorney and General Counsel, Town of Eatonville CRA; and **Belinda Williams-Collins**, AICP, Senior Planner, City of Deland

Retail Therapy: Changing Concepts, Hot New Retailers and How to Attract Them!

2:30 p.m. - 3:30 p.m.

Coquina H

The role of entertainment retail especially food & beverage, has changed. The heightened focus on crafting and curating guest experiences has created mixed-use environments that act as a "third place" to gather and build community. The International Council of Shopping Centers (ICSC) retail industry experts will focus on the changing concepts in the retail and restaurant market. All the keys you need to attract retail and restaurants to your community will be covered!

CM 1.0

Moderator: **Lynn Dehlinger**, ICSC Private Sector P3 Florida Chair

Panelists: **David Barilla**, Assistant Director of the Orlando DDB/CRA; and **Kevin Crowder**, CEcD, Director of Economic Development, RMA

Refreshment Break

3:30 p.m. - 3:45 p.m.

Coquina Pre-Function North

Selling City Property as a Catalyst for Redevelopment

3:45 p.m. – 5:15 p.m.

Coquina F

Many cities, counties and CRAs have underutilized properties that could be sold or donated to other parties to achieve the goals of the redevelopment plan. What steps are taken to make it happen? This session will cover in detail eight such transactions: four requests for proposals (RFPs), two bid processes and two property donations by the City of New Smyrna Beach in the past eight years. These eight transactions are for a variety of project types: three commercial projects, three residential projects, one mixed-use project and one to a nonprofit organization providing an important community service. The presentation will include how to approach the marketing of the property, specifics for structuring an RFP and the negotiated contract, as well as using the bid process.

CM 1.0

Speakers: **Donna M. Gray-Banks**, Community Resource Coordinator, City of New Smyrna Beach and Co-Chair, FBA Environmental Justice Committee; and **Tony Otte**, CECd, FRA-RA, CRA/Economic Development Director and FRA Board Member, City of New Smyrna Beach

Let's Talk, Listen and Take Action - Constructive Conversations to Build Community Collaboration

3:45 p.m. – 5:15 p.m.

Coquina G

Are you ready to go beyond just talking about bias, sexism, racism and other “isms”? Are you ready to engage with others within an environment of diversity and inclusion? What does inclusiveness and diversity from a community-building point of view look like? We will learn a constructive technique called **S.T.O.P.** and explore the Transformational Diversity Management Principles, based on the work of Lenora Billings-Harris, CSP, that explain the relationship of unconscious bias on our actions. This is not a lecture. It is a workshop in which you will play an integral part in sharing and learning. We will discuss issues affecting your community from the perspective of federal, state and local governments. You will leave with tactics and strategies to continue the conversation, leading to collaborative actions.

CM 1.5

Presented by: **Lenora Billings-Harris, CSP**

Committee Participants: **Jeremy Earle**, PhD, AICP, FRA-RA, Assistant City Manager, City of Hallandale Beach; **Toni Shamplain**, Panama City Beach, Manager, CRA North; and **Gerald Snell**, Avon Park Southside CRA

Community Partners for Workable Visioning Projects

3:45 p.m. – 5:15 p.m.

Coquina H

A natural and successful match is there for the asking when students, as part of their graduation requirements, help redevelopment projects with their design, data collection or other needs. Usually, the university supervises and monitors outcomes with the public entity. The quality of work, cost savings and versatility of results can benefit our redevelopment programs in ways that would not have been otherwise possible. This session will share the results of student-aided projects in North and Southwest Florida. If your alma mater or local college is not represented, what might they provide through a partnership with your city or county?

CM 1.5

Moderators: **Jeff Burton**, Director, CRA, City of Palmetto; and **Martha Kohen**, Professor of Architecture, SoA-DCP, Director, Center for Hydro-Generated Urbanism, University of Florida
Speakers: **Students** from the University of Florida and the University of South Florida

Awards and Academy Graduation Dinner

6:30 p.m. – 9:00 p.m.

Coquina ABC

Sponsored by Burkhardt Construction, Inc. and Related Companies

Friday - October 20, 2017

Registration Desk Open

7:00 a.m. – 12:00 p.m.

Coquina Pre-Function North

Continental Breakfast

7:30 a.m.-9:00 a.m.

Coquina D

Annual Business Meeting

8:30 a.m. – 8:45 a.m.

Help us congratulate our new and returning FRA Board members.

FRA Annual Awards Showcase

8:45 a.m. – 10:15 a.m.

Our 2017 winners will make short presentations on their successes, challenges and lessons learned during this “rocket round” of presentations.

CM 1.0

Moderator: **Gail Hamilton**, FRA Treasurer and CRA Director, City of Zephyrhills

Presenters: **2017 FRA Award Winners**

Plenary Session and Keynote Presentation

10:30 a.m. – 12:00 p.m.

Coquina F

Presiding: **Michael Parker**, FRA President and Director, Community Housing and Human Services, City of Tallahassee

Keynote Presenter: **Amy Liu**, Vice President and Director, Metropolitan Policy Program, The Brookings Institution

“Remaking Economic Development: The Markets and Civics of Continuous Growth and Prosperity”

Adjourn

12:00 p.m.

YOUR TRIP:Total Route: **7 hr 30 min - 495 miles**Est. Fuel cost: **\$37.50** - IRS Reimbursement: **\$264.68****100 W Dania Beach Blvd, Dania, FL 33004-3643****1. Start out going west on W Dania Beach Blvd toward NW 3rd Ave.**

Then 0.03 miles

**2. Turn left onto SW 3rd Ave.**

Then 0.25 miles

**3. Turn right onto Stirling Rd/FL-848.**

Then 0.91 miles

**4. Merge onto I-95 N toward W Palm Bch.**

Then 239.06 miles

**5. Take the US-92 exit, EXIT 261, toward Deland/Daytona Beach.**

Then 0.32 miles

**6. Merge onto W International Speedway Blvd/US-92 E toward Dog Track/Speedway USA/Beaches.**

Then 6.08 miles

**7. Turn left onto S Atlantic Ave/FL-A1A.**

Then 0.55 miles

**8. 100 N ATLANTIC AVE is on the right.****100 N Atlantic Ave, Daytona Beach, FL 32118-4204**This leg: **3 hr 44 min - 247.20 miles****1. Start out going northwest on N Atlantic Ave/FL-A1A toward Earl St.**

Then 0.05 miles

**2. Make a U-turn at Earl St onto N Atlantic Ave/FL-A1A.**

Then 0.60 miles

**3. Turn right onto US-92 E/E International Speedway Blvd.**

Then 5.84 miles

- ↑ 4. Stay straight to go onto US-92 W/W International Speedway Blvd.

Then 0.53 miles

- ↗ 5. Merge onto I-95 S via the ramp on the left.

Then 238.79 miles

- ↘ 6. Take the FL-848/Stirling Rd exit, EXIT 22.

Then 0.39 miles

- ↙ 7. Keep left to take the ramp toward Dania Beach.

Then 0.02 miles

- ↙ 8. Turn left onto FL-848/Stirling Rd.

Then 1.01 miles

- ↙ 9. Turn slight left onto SW 3rd Ave.

Then 0.27 miles

- ↗ 10. Turn right onto W Dania Beach Blvd.

Then 0.03 miles

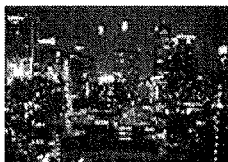


11. 100 W DANIA BEACH BLVD is on the right.



100 W Dania Beach Blvd, Dania, FL 33004-3643

This leg: 3 hr 46 min - 247.54 miles



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Assistance is here:
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IRS Future State

IRS Statements and Announcements

IR-2016-169, Dec.13, 2016

WASHINGTON — The Internal Revenue Service today issued the 2017 optional standard mileage rates used to calculate the deductible costs of operating an automobile for business, charitable, medical or moving purposes.

Beginning on Jan. 1, 2017, the standard mileage rates for the use of a car (also vans, pickups or panel trucks) will be:

- 53.5 cents per mile for business miles driven, down from 54 cents for 2016
- 17 cents per mile driven for medical or moving purposes, down from 19 cents for 2016
- 14 cents per mile driven in service of charitable organizations

The business mileage rate decreased half a cent per mile and the medical and moving expense rates each dropped 2 cents per mile from 2016. The charitable rate is set by statute and remains unchanged.

The standard mileage rate for business is based on an annual study of the fixed and variable costs of operating an automobile. The rate for medical and moving purposes is based on the variable costs.

Taxpayers always have the option of calculating the actual costs of using their vehicle rather than using the standard mileage rates.

A taxpayer may not use the business standard mileage rate for a vehicle after using any depreciation method under the Modified Accelerated Cost Recovery System (MACRS) or after claiming a Section 179 deduction for that vehicle. In addition, the business standard mileage rate cannot be used for more than four vehicles used simultaneously.

These and other requirements are described in [Rev. Proc. 2010-51](#). [Notice 2016-79](#), posted today on IRS.gov, contains the standard mileage rates, the amount a taxpayer must use in calculating reductions to basis for depreciation taken under the business standard mileage rate, and the maximum standard automobile cost that a taxpayer may use in computing the allowance under a fixed and variable rate plan.

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Page Last Reviewed or Updated: 06-Aug-2017

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To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Interim Executive Director
Date: October 10, 2017
Re: Travel Request for Emily Safran PATCH Market Manager

Background

Florida Organic Growers (FOG) is hosting a Fresh Access Bucks Annual Training Program at Mead Gardens in Winter Park. The annual training provides updates and guidelines on Fresh Access Bucks and other farmers' market policy and programs. FOG is paying for the Training Registration and Hotel Accommodation.

Update

The CRA is requesting that the PATCH Market Manager, Emily Safran attend the Fresh Access Bucks Annual Training Program in Winter Park. The total cost of this Travel request is \$213.29.

Recommendation

Motion to approve Travel Authorization for Emily Safran to attend the Fresh Access Bucks Annual Training Program.

CITY OF DANIA BEACH TRAVEL AUTHORIZATION

EMPLOYEE: Emily Safran
DEPARTMENT: CRA
LOCATION: Winter Park, FL
TRIP/TRAINING DATE: October 23 - 25, 2017
PURPOSE: FAB Training

CHECK ONE
☐ Certification
☒ General Training
☐ License
☐ Other

Note any overnight or out of state travel events attended in the last 12 months:

Best Practices/Farmers' Markets Workshop, Sarasota, FL, Aug 7-8, 2017

ACCOUNT NO: 106-52-01-552-40-10

COST SUMMARY		
Expense	Description	Estimate
Registration		\$ -
Lodging	Waived - Reimbursed to Emily Safran by FAB	\$ -
Car Rental	Enterprise Estimate	\$ 84.30
Gasoline - Rental Car	Estimate	\$ 40.49
Per Diem (M&IE) Allowance	M&IE	\$ 88.50

TOTAL ESTIMATED TRAVEL COST

\$ 213.29

I hereby certify that travel as shown above is to be incurred in connection with official business of the City of Dania Beach.		
Traveler (print)	Signature	Date
Emily Safran		
Department Director (print)	Signature	Date
Finance Director (print)	Signature	Date
Nicki Satterfield	<i>[Signature]</i> for NS.	10/3/17
City Manager (print)	Signature	Date

TO BE COMPLETED BY FINANCE		
Preparer (print name)	Signature	Date
Tania Stevens	<i>[Signature]</i>	10/3/17



RESERVATION CONFIRMED

CONFIRMATION NUMBER: 291172225

PICK-UP Fort Lauderdale International Airport Oct 23, 2017 12:00 PM	RETURN Fort Lauderdale International Airport Oct 25, 2017 12:00 PM
600 Terminal Dr Suite 404 Fort Lauderdale, FL 33315 9547609888	600 Terminal Dr Suite 404 Fort Lauderdale, FL 33315 9547609888

Directions from Terminal

From Terminal 1, take the walkway to the rental car facility and make a right. The Enterprise counter is on the same floor. From Terminals 2, 3, or 4, and baggage claim, take the shuttle provided by the airport to the consolidated rental car facility and take the escalator down to the second floor.

Self-service kiosks at this location makes your rental transaction quick and easy.

Or proceed to the Enterprise counter to obtain your rental agreement and keys.

Location does not offer pickup or return service to and from Port Everglades.

VEHICLE CLASS

Economy **\$ 46.26**
For 2 - day(s) \$ 23.13 / day

VEHICLE MILEAGE

Unlimited Mileage **Included**

EXTRAS

Sirius XM® Radio **\$ 11.98**
For 2 - day(s) \$ 5.99 / day

Greenhouse Gas Emissions Offset **\$ 1.25**
\$ 1.25 / rental

RENTAL CHECKLIST

A valid driving license for each driver
Acceptable method of payment in the renter's name. See your pick-up location's policies for details.

For additional policy or deposit information, please refer to the Rental Policies section below, or within your email confirmation

RENTER DETAILS

Driver Name: Emily Safran
Email Address: t****s@daniabeachfl.gov
Phone Number: *****6800
Age: 25+

TAXES & FEES

CONCESSION RECOUPMENT FEE 10 PCT	\$ 6.09
FLORIDA SURCHARGE 2.00/DAY	\$ 4.00
GROSS RECEIPT CST 2.37 PCT	\$ 0.28
LOCAL COMM SRVC TAX 5.22 PCT	\$ 0.63
RENTAL CAR FACILITY CHRG 3.95/DAY	\$ 7.90
STATE COMM SRVC TAX 5.07 PCT	\$ 0.61
TIRE BATTERY FEE .02 DAY	\$ 0.04
VEHICLE LICENSE FEE .66/DAY	\$ 1.32
STATE TAX (6.0%)	\$ 3.94

ESTIMATED TOTAL

Estimated Total due at the counter **\$84.30**

FLIGHT DETAILS

Airline Name:
Flight Number:

Not Logged In

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POINTS LEADERS

1:03 PM



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Trip Cost Calculator

Plan My Route

Start: Dania Beach, FL

End: Winter Park, FL

Add Destination... ☐ One Way ☒ Return Trip

Vehicle Information

2016

Camry (Auto 3.5L, FWD)

City	Hwy	Tank	Fuel Type
21	30	17.0	Regular

mpg gal

or Enter My Own Information

Advanced Options

Show

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Trip Summary

Dania Beach, FL, USA to Winter Park, FL, USA
to Dania Beach, FL, USATotal Trip Cost
\$40.49

Price of Gas

\$2.666

* Area Average

Distance	Fuel Used	Carbon Footprint
450.8 mi	15.19 gal	364.47 lbs

No fills required on this trip.

Dania Beach, FL, USA
[Show Directions](#)

224.7 mi (about 3 hours 18 mins)

Winter Park, FL, USA
[Show Directions](#)

226.1 mi (about 3 hours 19 mins)



Dania Beach, FL, USA

Winter Park, CO
[Winter Park, FL](#)

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City of Dania Beach
Travel Per Diem Calculator

Traveler Name: Emily Safran

Description of Trip: FAB Training

Daily per diem rate enter FY 17 Per Diem Rate here): \$ 59.00

Destination: Winter Park, FL

First Date of Travel 23-Oct-17

Last Date of Travel 25-Oct-17

	Travel		Travel				
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date	23-Oct-17	24-Oct-17	25-Oct-17				
Breakfast 15%		\$ -		\$ -			
Lunch 35%		\$ -		\$ -			
Dinner 50%		\$ -		\$ -			
Total Daily total =	\$ 44.25	\$ -	\$ 44.25	\$ -			

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Date							
Breakfast 15%							
Lunch 35%							
Dinner 50%							
Total Daily total =							

Pro-rating Per Diem for Travel Date of Departure/Return: \$ 44.25

Total Per Diem Due to Traveler \$ 88.50

Meal Exclusions		
Date	Meal Provided	Amount
24-Oct-17	Breakfast	\$ 8.85
24-Oct-17	Lunch	\$ 20.65
24-Oct-17	Dinner	\$ 29.50

FY 2018 Per Diem Rates for Florida

(October 2017 - September 2018)

October 2017 - September 2018 within Winter park, Florida

Your search inquiry returned more than one possibility. Here are the possible rates.

Primary Destination (1, 2)	County (3, 4)	2017			2018								M&IE (5)	
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	
Orlando	Orange	\$129	\$129	\$129	\$129	\$129	\$129	\$121	\$121	\$121	\$121	\$129	\$129	\$59
Standard Rate	STANDARD RATE	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$51

Footnotes

1. Traveler reimbursement is based on the location of the work activities and not the accommodations, unless lodging is not available at the work activity, then the agency may authorize the rate where lodging is obtained.
2. Unless otherwise specified, the per diem locality is defined as "all locations within, or entirely surrounded by, the corporate limits of the key city, including independent entities located within those boundaries."
3. Per diem localities with county definitions shall include "all locations within, or entirely surrounded by, the corporate limits of the key city as well as the boundaries of the listed counties, including independent entities located within the boundaries of the key city and the listed counties (unless otherwise listed separately)."
4. When a military installation or Government-related facility (whether or not specifically named) is located partially within more than one city or county boundary, the applicable per diem rate for the entire installation or facility is the higher of the rates which apply to the cities and/or counties, even though part(s) of such activities may be located outside the defined per diem locality.
5. *Meals and Incidental Expenses*, see Breakdown of M&IE Expenses for important information on first and last days of travel.

Meals and Incidental Expenses (M&IE) Breakdown

Choose one of the headings below to get meals and incidental expense rates (M&IE) for federal travelers.

Find total M&IE for travel in the continental U.S.

Find M&IE breakdown by meal for travel in the continental U.S.

M&IE Breakdown

M&IE Total (1)	Continental Breakfast/ Breakfast (2)	Lunch (2)	Dinner (2)	Incidental Expenses	First & Last Day of Travel (3)
\$51	\$11	\$12	\$23	\$5	\$38.25
\$54	\$12	\$13	\$24	\$5	\$40.50
\$59	\$13	\$15	\$26	\$5	\$44.25
\$64	\$15	\$16	\$28	\$5	\$48.00
\$69	\$16	\$17	\$31	\$5	\$51.75
\$74	\$17	\$18	\$34	\$5	\$55.50

1. This table lists the full daily amount federal employees receive for a single calendar day of travel when that day is neither the first nor last day of travel.
2. The separate amounts for breakfast, lunch and dinner listed in the chart are provided should you need to deduct any of those meals from your trip voucher. For example, if your trip includes meals that are already paid for by the government (such as through a registration fee for a conference), you will need to deduct those meals from your voucher. Refer to Section 301-11.18 of the Federal Travel Regulation for specific guidance on deducting these amounts from your per diem reimbursement claims for meals furnished to you by the government. Other organizations may have different rules that apply for their employees; please check with your organization for more assistance.
3. This column lists the amount federal employees receive for the first and last calendar day of travel. The first and last calendar day of travel is calculated at 75 percent.

Find M&IE breakdown by meal for foreign and outside the continental U.S. (OCONUS) travel

The shortcut to this page is www.gsa.gov/mie.

For all travel policy questions, email travelpolicy@gsa.gov.

RATE THIS PAGE

Stevens, Tania

From: Weekes, Kathleen
Sent: Tuesday, October 03, 2017 3:59 PM
To: Stevens, Tania
Subject: FW: 2017 FAB Annual Training Info - Rescheduled and Ready!

From: LOU murray [mailto:newmurray7@gmail.com]
Sent: Friday, September 22, 2017 7:24 PM
To: Mary Hathaway
Cc: art@urbanoasisproject.org; market@realizebradenton.com; backwoods.love.kf@gmail.com; tanfastictan7@aol.com; jtowsend@ldda.org; jpittman@clarawhitemission.org; cso@capecoralchamber.com; shazelip@northfloridaschool.org; Xanna Prentice; Katie Delaney; bmelson@ldda.org; TechLib@nprlibrary.org; osceolacountygrown@gmail.com; accounting@realizebradenton.com; blondetown@gmail.com; Devon Ritch; caseyagrey@gmail.com; sarah.cervone@gmail.com; carol_rowan@yahoo.com; jcpreseller@gmail.com; lee.perron@comcast.net; office@beeheavenfarm.com; Rnicholas@clarawhitemission.org; jason.silva87@gmail.com; mmaddox@ufl.edu; Katie Provow (staampmkt@gmail.com); susanjennifer8@gmail.com; Rachael Reichenbach; dlewismkt@yahoo.com; eatyouryardjax@gmail.com; trailbalefarm@gmail.com; arodriguez@highsprings.us; jcastoro3@gmail.com; Stonetomstone@aol.com; Weekes, Kathleen; janetmwithers@gmail.com; palmroberts@gmail.com; office@sweetwater-organic.org; mtcitraorganics@gmail.com; travismalloy@gmail.com; marcusharrell59@yahoo.com; Payen, Kisha; Rachelmarie.hagenbaugh@gmail.com; jerry@puntagordafarmersmarket.com; Safran, Emily; gaileggeman@gmail.com; brittany@diglocal.org; mawamnes@att.net; katelyn.grimm14@ncf.edu; admasst@nprlibrary.org; vbuchand@gmail.com; ehiser@northfloridaschool.org; charold@clarawhitemission.org; frenchtownmarketplace@gmail.com; mmorganstowell@ufl.edu; liz@riversideavondale.org; goetsch.sarah@gmail.com; john@riversideavondale.org; mwright@clarawhitemission.org; programs@sweetwater-organic.org; director@audubonmarket.com
Subject: Re: 2017 FAB Annual Training Info - Rescheduled and Ready!

Thank you!

On Sep 22, 2017 12:31 PM, "Mary Hathaway" <mary@foginfo.org> wrote:
Hi All,

I hope everyone is recovering well after Irma. I just wanted to send out a SAVE THE DATE for our rescheduled FAB Annual Training!

We have confirmed Tuesday, October 24th from 9am - 5pm at the Mead Gardens in Winter Park.

We will have more information and hotel logistic information to you early next week, but we wanted to give you as much time as possible to get this into your calendar.

If you were also interested in attending the Farmers Market Crop Up, this will be held the day prior, on Monday, October 23rd.

We look forward to seeing you all, and please keep an eye open for more details coming soon!

Thanks and have a great weekend,

Mary

Mary Hathaway | FAB Co-Manager

PO Box 12311 Gainesville FL 32604
Direct Line: [904.419.3609](tel:904.419.3609) | Main Office: [352.377.6345](tel:352.377.6345)
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On Fri, Jul 28, 2017 at 4:45 PM, Katie Delaney <katied@foginfo.org> wrote:

Happy Friday, FAB Partners!

Please find information related to the 2017 FAB Annual Training, slated for **Tuesday, September 12** at Mead Gardens in Winter Park, attached. Please review the attached documents carefully and reach to me with any questions, comments, or concerns. We'll follow up shortly with the full schedule. In order to establish an accurate headcount, RSVP to katied@foginfo.org with the complete list of individuals from your team (and any food allergies) attending the FAB training by **Friday, Aug. 18**.

We've included hotel info for the DoubleTree Downtown Orlando with a special group rate of \$109, good through Friday, Aug. 18. A special group rate of \$109 is available at the DoubleTree Downtown Orlando until August 18. Visit: <https://aws.passkey.com/e/49332612> or call [866-247-3571](tel:866-247-3571) or [407-425-4455](tel:407-425-4455) Option #1:
Group Name: FRESH ACCESS BUCKS Code: FOG.

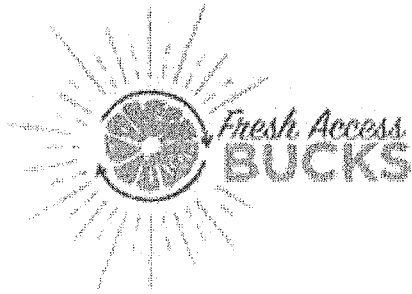
Attached also is a flyer with information related to the Florida Farmers Market Crop Up and registration is now live on our website, www.freshaccessbucks.com.

Wishing you the best,

Katie Delaney Fresh Access Bucks Co-Manager

Florida Organic Growers
[\(904\)-612-1007](tel:(904)-612-1007)

katied@foginfo.org



CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Consent Agenda

Continued from:

Requested Action (Identify appropriate Action or Motion)
--

Approve Redevelopment Management Associates Invoice #4018, for the City Center Project RFQ, in the amount of \$3,436.50

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

Fiscal Impact/Cost Summary

Exhibits Attached

Memo from the Acting Interim CRA Executive Director, RMA Invoice #4018
--



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: October 10, 2017

Re: **Authorization to Pay Redevelopment Management Associates Invoice No: #4018**

Attached please find the following invoice for CRA Board approval to be paid to RMA:

Invoice # 4018 for work done on the Public-Private RFQ for the City Hall Project. **\$3,436.50**

This invoice is for RMA's work on preparation of the RFQ, meetings regarding the issue of the RFQ and follow up on questions regarding the RFQ. It has been reviewed and approved by the Acting Interim Executive Director

Recommendation

Motion to authorize payment of Redevelopment Management Associates Invoices **#4018**.



REINVENTING YOUR CITY

INVOICE

Invoice Date: August 2, 2017

Invoice Number: 4018

Amount Due: \$3,436.50

Reference: Public Private Partnership Consulting for the City Hall Project
PO 2016-00000242

Billed To: Kathleen Weekes, CRA Manager
Dania Beach Community Redevelopment Agency
100 West Dania Beach Boulevard
Dania Beach, Florida 33004

Services for the Month of: March 2017 to July 2017

Administration, management, and consulting services to the City of Dania Beach Community Redevelopment Agency.

Total Agreement Amount: General Professional/Consulting	\$ 25,000.00
Amounts Previously Invoiced and Paid	
Invoice 3602	780.00
Invoice 3653	1,750.00
Invoice 3740	3,297.50
PO Balance	<u>\$ 19,172.50</u>

Current Invoice Detail

Amount due for:

Preparation of a RFQ (JV 13.5 hours)	1,282.50
Management of the Procurement Process for the RFQ (KC 2.4 hrs)	444.00
Management of the Procurement Process for the RFQ (JV 18.0 hrs)	1,710.00

Total Amount Due	<u>\$ 3,436.50</u>
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Please remit payment to:
Redevelopment Management Associates, LLC or RMA
2303 East Atlantic Boulevard
Pompano Beach, FL 33062

CITY OF DANIA BEACH

Agenda Request Item

Type of Request: Discussion

Continued from:

Requested Action (Identify appropriate Action or Motion)
RMA Marketing Services 2018 RMA Market Analysis: Downtown Market Assessment

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

Fiscal Impact/Cost Summary

Exhibits Attached
Memo from the Acting Interim CRA Executive Director, Executive Summary of RMA's DBCRA Strategic Marketing Plan FY/17/18, RMA Scope of Work and Proposal 2018, RMA Market Analysis Draft Executive Summary

To: Chair, Vice Chair and Board of Commissioners
From: Kathleen Weekes, Acting Interim Executive Director
Date: October 10, 2017
Re: **RMA Marketing Consulting Services 2018**

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 October 10, 2017 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 and approval to engage RMA. If the CRA Board agrees to enter into a Marketing Consulting contract with RMA for 2018, the CRA will bring all necessary contractual documents to the CRA Board for approval after consultation with the relevant City Departments. The agreement will be retroactive to October 1, 2017 the start of the 2018 fiscal year, as RMA continues to provide services to ongoing CRA projects.



DANIA BEACH

COMMUNITY REDEVELOPMENT AGENCY

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.

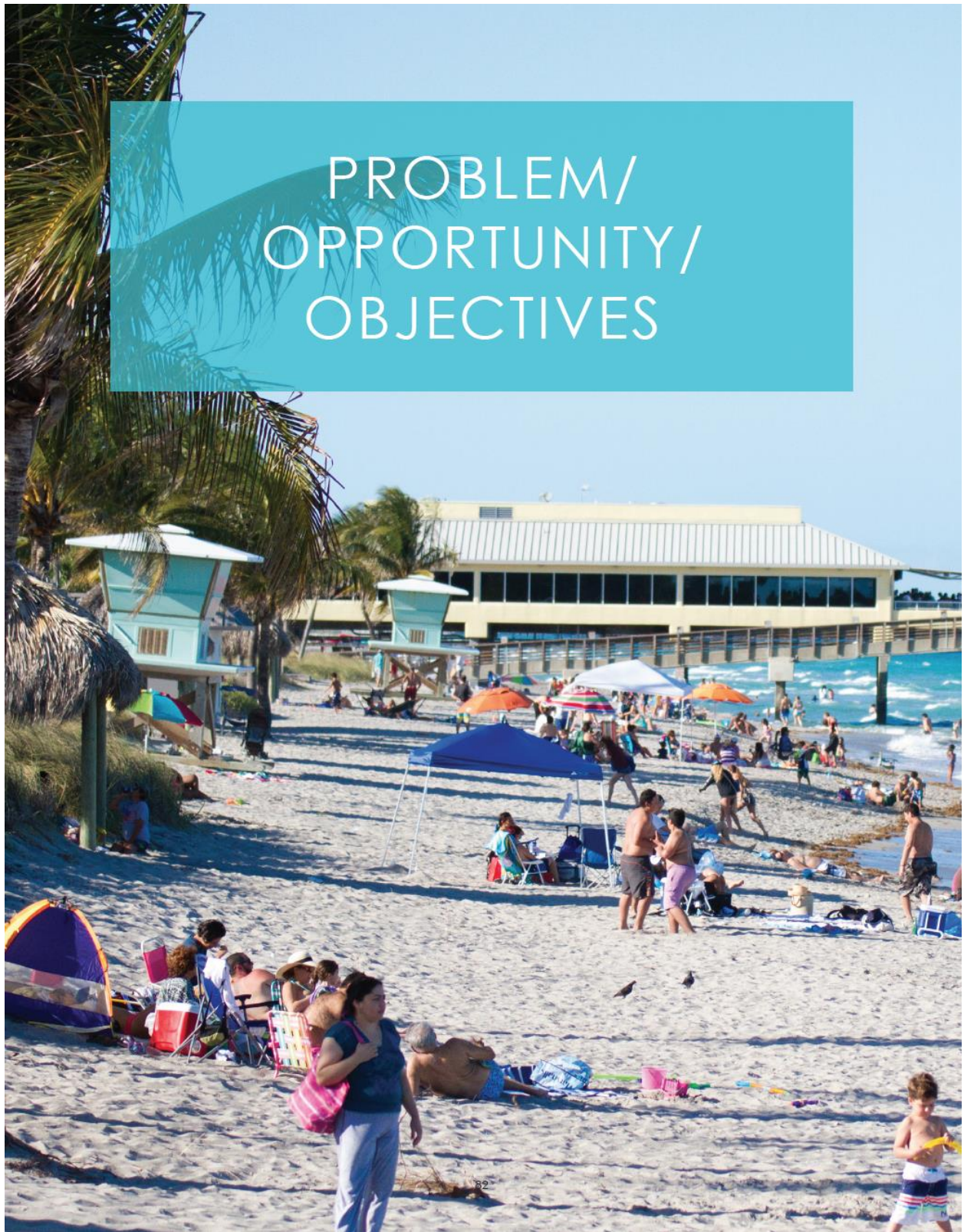
The vision for downtown, supported by the data herein and the Amendment to CRA plan, is to create a vibrant City Center, supporting and growing the Marine industry, creating employment clusters, encouraging larger scale entertainment and hotel uses to attract more tourism and protecting and improving 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 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. <u>Goal #5 of the CRA Plan</u> To Enhance Redevelopment Activities through an Active Marketing Strategy that Supports Redevelopment Initiatives.	1.1 Develop a Downtown Master Plan (Marketing, branding, downtown identity, promotions segment) and position Dania Beach to attract businesses, residents and investments. 1.2 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.

PROBLEM/OPPORTUNITY/OBJECTIVES

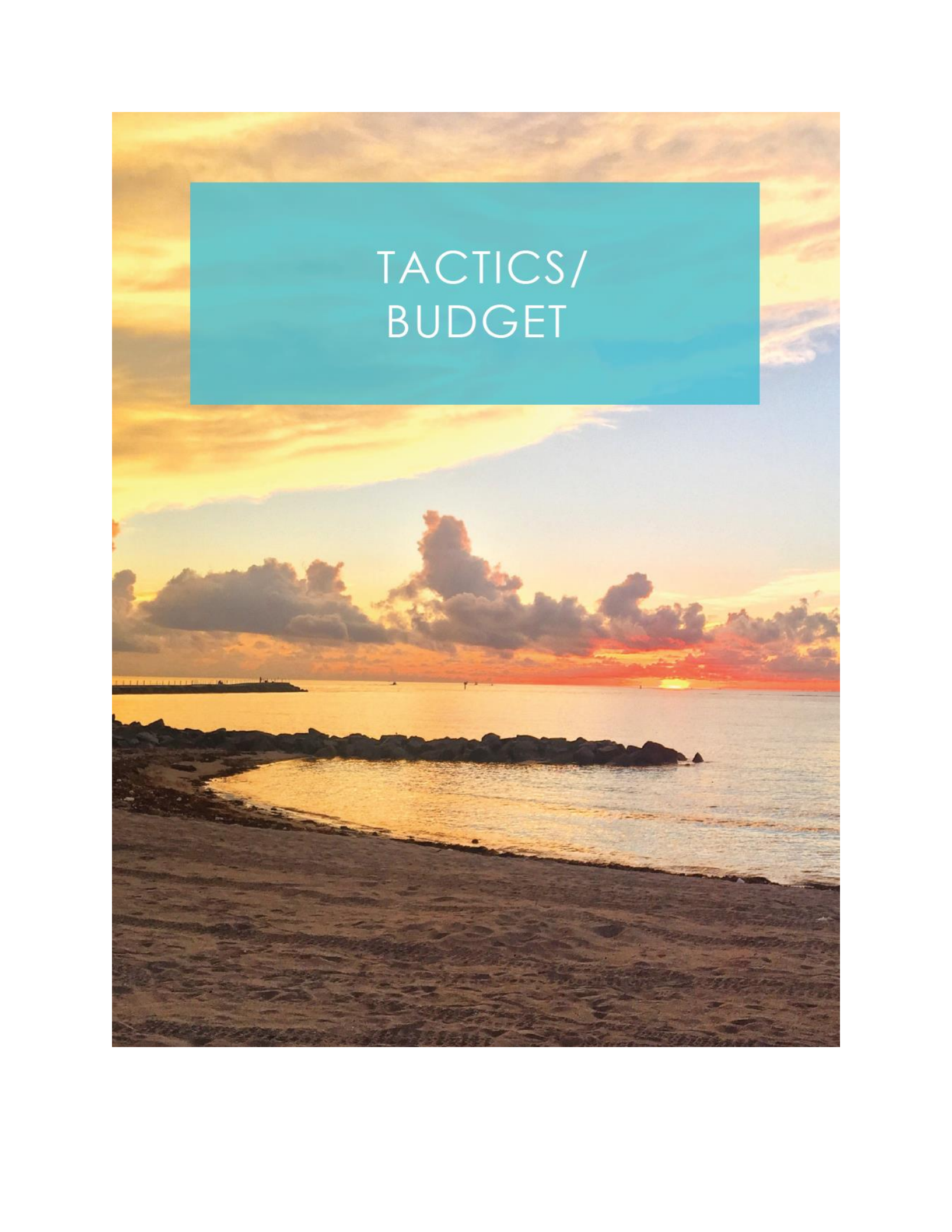
Problem/Opportunity/Goals	Objectives
2. Business Attraction/Retention and Communications There are approximately 2,083 licensed businesses in Dania Beach and approximately 282 of those businesses operate in the target area. A total of 28 businesses participated in the merchant survey during 2016-2017. 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. 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. 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. <u>Goal #5.3 of the CRA Plan</u> Continue to recruit new businesses through marketing at trade organizations such as the ICSC, NAOIP and through the local marine industry <u>Goal #5.1 of the CRA Plan</u> Establish a new Main Street Organization	2.1 To attract new target uses to the downtown district by implementing the recommendations in the Dania Beach Economic Development Strategic Blueprint, 2012. 2.2 Identify and promote the existing assets of Dania Beach, businesses, available properties and upcoming developments through all media channels. 2.3 To retain target businesses and create/ implement entrepreneurial development and/or educational programs while enhancing regular communications with downtown businesses 2.4 Determine the feasibility of supporting a downtown mainstreet program.

PROBLEM/OPPORTUNITY/OBJECTIVES

Problem/Opportunity/Goals	Objectives
3. Customer Base/Advertising & Events 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. Fifty-four percent of survey respondents at a PATCH event claim it was their 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. 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 Increase overall awareness and visitation for downtown Dania Beach businesses by increasing event attendance and engagement. 3.2 Increase awareness and visitation to the PATCH Farm and Market. 3.3 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 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. 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. 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). <u>Goal #5.2 of the CRA Plan</u> Establish an Art in Public Spaces ordinance.	4.1 To enhance a sense of place in the downtown area focusing on the creative experience. 4.2 To communicate the status of downtown redevelopment projects with local businesses and residents. 4.3 To work with the Community Development Department in researching the applicability of establishing an Art in Public Spaces ordinance for the downtown.

A full-page background image of a beach at sunset. The sky is filled with large, dramatic clouds in shades of orange, yellow, and blue. The sun is low on the horizon, casting a warm glow over the water and the sandy beach in the foreground. A rocky breakwater extends into the sea. A teal rectangular box is overlaid on the upper portion of the image, containing the text 'TACTICS/ BUDGET' in white, sans-serif, all-caps font.

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 assets 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. Continue 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 feasibility 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 attendance 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 marketing 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 community 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



REINVENTING YOUR CITY

September 5, 2017

Dania Beach CRA ("Client")
Kathleen Weekes, Interim CRA Director
Chair, Vice Chair and Board Members
100 West Dania Beach Blvd
Dania Beach FL 33404
Contact: 954-260-9959
Email: kweekes@ci.dania-beach.fl.us

AND

Redevelopment Management Associates, LLC ("Consultant")
Kim Briesemeister, Principal
2302 East Atlantic Blvd
Pompano Beach, Florida 33062
Contact: (954) 695-0754
Email: kim@rma.us.com

RE: Marketing Consulting Services

Dear Director, Chair, Vice Chair and Board members:

Redevelopment Management Associates LLC, ("Consultant") is pleased to submit this Proposal for work related to marketing administration, management and consulting services to the City of Dania Beach Community Redevelopment Agency (Client). If accepted, all services shall be performed as per this proposal.

As you know, Redevelopment Management Associates, LLC is a specialized firm that provides a multidisciplinary approach to redevelopment and economic development which includes business attraction, marketing and positioning places. Please review the proposed Scope of Services for content and compliance with your stated objectives; if there are revisions to the total content of the Scope we will be happy to discuss further and make any modifications as requested.

Background

The Dania Beach Community Redevelopment Agency has maintained a consulting relationship with RMA, through its Principal, Kim Briesemeister and her company MetroStrategies, Inc. since 2009. The CRA anticipates continuing this consulting relationship specifically as it relates to marketing and public relations on an ongoing basis.

SCOPE OF SERVICES

1. Marketing, Public Relations, Business Development, Brand Management, Cultural Liason*

Continuation of marketing and public relations services

- 1.1. Public relations management services for the CRA including story creation and press releases, social media coordination and management, website content management and business communications.
- 1.2. Marketing services including but not limited to: draft annual marketing plan, event planning, communications services and social media management for "The PATCH", collateral development, merchant meetings, neighborhood ambassador activity, newsletter development, business attraction and retention efforts and events.
- 1.3. Development of additional downtown events (i.e. food truck) and subsequent coordination, marketing, promotion and management.
- 1.4. Direction and management of all advertising, promotions, direct mail and collateral design development for promoting all projects and programs for the CRA.

*Excluding the Dania Beach Arts and Seafood Celebration. Services specifically for this event if needed may be billed on an hourly basis.

Task 1 Lump Sum Fee (billed monthly @\$5,416.66) \$65,000

Graphic Design services are available on an hourly basis as needed and will be estimated per project on a case-by-case basis and billed outside this contract.

2. Financial Services

- 2.1 Analysis, update, and review of the Multi-Year Financing and Implementation Plan for the CRA including: Annual budget and financial forecast, Agenda Memorandum, Adopting Resolution and Presentation.
- 2.2 Analysis and review of property tax parcels and values including: Parcel-by-parcel comparison of taxable values (current tax roll year vs. prior tax roll year) and change in parcel control numbers.
- 2.3 Interface with the Finance Department;
- 2.4 Provide financial advisory services for projects and their sub-budgets;
- 2.5 Provide assistance to the CRA on items not listed above but related to financial matters such as RFP /Q reviews, lease opportunities, etc.

Task 2 Lump Sum Fee..... \$8,000

3. Compensation

The fee schedule for hourly services is as follows:

Marketing Assistant	\$85.00
Marketing Coordinator	\$100.00
Marketing Manager	\$125.00
Sr. Marketing Manager	\$150.00
Tourism Specialist	\$150.00
Director - Business Attraction & Marketing	\$185.00
Graphic Designer	\$85.00
Creative Director	\$150.00
Director of Digital Solutions	\$150.00
GIS/CAD Operator	\$95.00
Principals	\$230
Economic Dev. Director	\$185

4. Reimbursables.

Operating Reimbursables. Expenses will be invoiced monthly as incurred and billed at cost. Typical reasonable "out of pocket" expenses include travel, lodging , registrations and meals when or other incidental expenses incurred while carryout CRA business.

Marketing and Material Reimbursables. Identifiable communication expenses; reproduction costs; marketing materials and collaterals produced on behalf of the CRA; and expenses incurred that the CRA has requested as part of the scope of services under a Work Authorization will be billed and a 5% administration fee will added.

5. Term of Agreement

The term of this agreement commences on October 1, 2017 and expires on September 30, 2018 (12 months) unless otherwise extended for an additional one year period by the CRA Board. This agreement or specific tasks thereof may be revised periodically upon approval by both parties. All rates, services and fees are based on the annual schedule effective as of the execution date of this agreement. Should this agreement be renewed there will be an annual increase as negotiated by both parties.

This Agreement or specific tasks under this agreement may be terminated by either party at any time with a 30 day written notice to the following:

6. Notices:

To the City:

Mayor Tamara James, Chair
City of Dania Beach on behalf of
Dania Community Redevelopment Agency

100 West Dania Beach Blvd
Dania Beach FL 33404

Tom Ansboro, CRA Attorney
City of Dania Beach on behalf of
Dania Beach Community Redevelopment Agency
100 West Dania Beach Blvd
Dania Beach FL 33404

To the Consultant:
Kim Briesemeister, Principal
Redevelopment Management Associates, LLC
2302 East Atlantic Blvd.
Pompano Beach, Florida 33062

7. Other Provisions

Indemnification: Consultant agrees to indemnify, defend, save, and hold harmless the City of Margate, their officers and employees, from or on account of all damages, losses, liabilities, including but not limited to reasonable attorney's fees, and costs to the extent caused by the negligence, recklessness or intentional wrongful misconduct of the Consultant and persons employed or utilized by the Consultant in the performance of this agreement.

Venue: This agreement shall have been deemed to have been executed within the State of Florida. The validity, construction, and effect of this Agreement shall be governed by the laws of the State of Florida. Any claim, objection or dispute arising out of this Agreement shall be litigated in the Seventeenth Judicial Circuit in and for Broward County, Florida.

Waiver of Jury Trial: The parties to this agreement hereby knowingly, irrevocably, voluntarily and intentionally waive any right either may have to a trial by jury in respect to any action, proceeding, lawsuit or counterclaim based upon the contract, arising out of, under, or in connection with the matters to be accomplished in this Agreement, or any course of conduct, course of dealing, statements (whether verbal or written) or the actions or inactions of any party.

Waiver: No waiver by either Party hereto of a breach of an obligation owed hereunder by the other shall be construed as a waiver of any other breach, whether of the same or of a different nature. No delay or failure on either Party's part to enforce any right or claim, which it may have hereunder, shall constitute a waiver on the respective Party's part of such right or claim. All rights and remedies arising under this Agreement as amended and modified from time to time are cumulative and not exclusive of any rights or remedies which may be available at law or otherwise.

Entire Agreement: This Agreement contains the entire agreement and understanding between the Parties with respect to the subject matter hereof, and there are no other promises; representations, or warranties affecting it.

We look forward to working with you on this project. Please call me if you have additional questions.

AGREED TO AND ACCEPTED BY:

Mayor Tamara James, Chair
City of Dania Beach CRA

Date



Kim Briesemeister, Principal
RMA, LLC

09/05/17
Date

Dania Beach Downtown Market Assessment

Executive Summary



Executive Summary

This Market Study/Economic Analysis provides a trade area review for the Downtown Dania Beach area. The assessment includes a collection of demographic and lifestyle data, retail spending, existing conditions review, real estate and housing market info, and consumer trends organized by their respective influence on one of the five key drivers of economic development.

Economic development is building wealth in a community, encouraging economic growth and improving quality of life. This is accomplished by implementation of actions that influence the five key drivers of economic development: Land, Labor, Markets, Capital and Regulation, and each community's ability to influence these drivers is different.

The downtown office market in Dania Beach demonstrates potential. According to Costar Group market data, office use is growing within the immediate study area. Over the past 5 years rents have increased, vacancy rates have significantly dropped, and market cap rates have remained steady. These are all signs of an improving office market with possible opportunity for investment. Most of the office product available in the downtown is Class B and C. The market could target more diverse product as it works to attract new businesses in to the Central Business District.

The downtown industrial sector showed the least potential and activity of the major sectors. Since 2012 rents within the immediate area have decreased, the amount of time property remains on the market has more than tripled, and there have been no sales reported in the last 12 months. Negative absorption has increased over the past 5 years indicating no demand for industrial product in the market. At the national level, much like the retail sector, the industrial real estate sector is shifting, and industrial spaces are no longer used solely for manufacturing and rather is being converted to lighter flex and office uses. The area around Downtown Dania Beach has a significant amount of industrial product. Due to limited income potential, renovation of the existing product is likely more feasible than new construction.

As Broward County continues to grow the City of Dania Beach and the Downtown area has opportunity to benefit from that growth. Currently, there is over \$1 billion being invested in Dania Beach by the private sector, and more companies and people are recognizing the opportunity and affordability that Dania Beach offers. Downtown Dania Beach can position itself in the marketplace as an affordable location to live, work, and play. Furthermore, there is opportunity for a mixed-use environment in the study area that will support office, retail, and multifamily product.

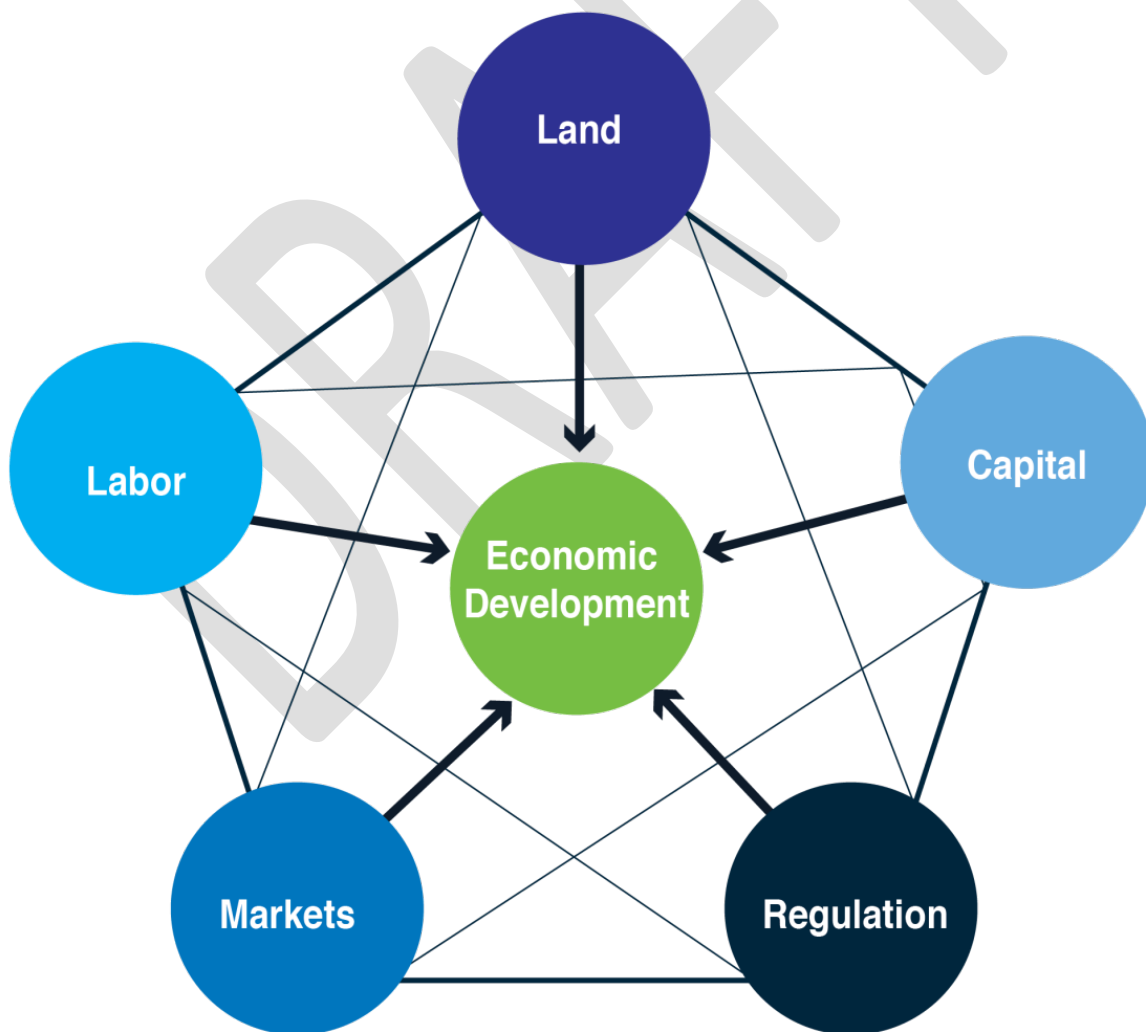
Downtown Dania Beach has a diverse workforce that is centered around the retail and service industries. Many large and nationally recognizable firms such as Magic Leap, Design Center of the Americas, Chiquita Banana, Chewy, Cruise.com are headquartered in Dania Beach and provide major employment opportunities for the community. Employment clusters in the public administration and professional services industry exist due to the presence of Dania Beach City Hall and surrounding office space being located within the downtown. Other major employment generators in Dania Beach include: American Maritime Officers (AMO) National Headquarters, Bass Pro Shops, Cross Pointe Care Center, The Casino @

Dania Beach, Derecktor Florida, Holiday Inn, Marriott Hotels, Publix, RTM Star Center, Starwood Hotels and Resorts, and Wyndham Hotels.

Although the immediate Downtown Dania Beach area displays below average income levels, city-wide income trends are more comparable to the surrounding trade areas. This is attractive from a retailer's point of view since the market needed to support growth in the downtown is not limited to the downtown residential population. The daytime population in the downtown (3,594) is due largely to the number of workers in the area. Downtown features high traffic volume along US1, Stirling Rd, and Dania Beach Blvd and the proximity to Port Everglades and Fort Lauderdale International Airport gives the area great accessibility.

Approach & Analysis

The market analysis provides a realistic assessment of the area's economic development potential and an overview of the constraints and opportunities influencing the five drivers of economic development:



RMA's review of demographic and lifestyle data, along with real estate information, housing conditions, labor market, business types, spending potential and other economic data points will enable the team to develop potential build-out scenarios that the market can support, including demand analysis for residential and commercial development that will inform the recommendations the team will make regarding zoning and comprehensive plan changes.

In addition to the analysis of the local investment drivers and estimates of market demand and potential, an SWOT (Strengths, Weaknesses, Opportunities, and Threats) review is conducted, followed by identification of economic opportunities and community connections. These items are key elements to successfully realizing market potential.

Market Demand and Market Potential

Supply and demand analysis is not sufficient in an urban setting, or in an area that seeks more urban development. At the county level, new units must respond to demand and projected increases in households. At the local level however, especially at full stabilization, there is no increase in population if no units are to be built. Supply can create its own demand, but "they will come" only works if units are matched to the households that make up the potential market, and the developer can execute in a manner that connects to the area's "brand."

The bottom line however, is that market demand analysis looks at the past, while market potential looks to the future. For the Downtown Dania Beach area, RMA believes that there exists both quantity and quality of market demand, but more important is the quality of market potential.

The difference between economic development and redevelopment is that economic development serves and capitalizes on the market while redevelopment changes the market or creates a new one. Redevelopment is about realizing market potential, and the Downtown Dania Beach has strong potential and opportunity for market change and enhancement.

Market Demand

Market Demand (and associated development capacity) is identified through the analysis of existing conditions, and evaluates growth based on normal economic conditions, many of which the City and CRA have little direct influence over. Market demand evaluates the current need for additional office space, the amount of additional retail and commercial space that the market could support, and the additional residential units that will be necessary to accommodate population growth.

It is important to acknowledge however, that a significant portion of this demand may be met by the Dania Pointe project, therefore it is critical that the Dania Beach CRA focus its Downtown revitalization efforts on realizing market potential, not just serving existing demand.

Market Potential

Market Potential is the estimation of development capacity that MAY become available through the convergence of brand strength, regulatory efficiency, financial feasibility, strategy implementation and developer execution. Market potential analysis evaluates migration trends and mobility rates; i.e. how many households move into an area, and how many move within a market area, and the additional commercial goods and services that those additional units may patronize, as well as local trends and opportunities that go beyond just the raw data.

Retail and restaurant market potential will be driven by market positioning and the brand of Downtown Dania Beach and realization of residential market potential. Residential development can drive the need for new office space, especially to serve locally generated employment and entrepreneurship. Up to 33,000 square feet of new office space in a mixed-use environment that taps into the residential market potential could ultimately be supported.

Market Potential is an estimate of overall market potential, which the Downtown Dania Beach area can tap into. In summary, we believe that the market potential¹ that the Downtown area could tap into is:

- Up to 4,700 residential units;
- Up to 75,000 square feet of retail and restaurant space in Downtown;
- Up to 100,000 square feet of new office or flex development;

Based on the analysis, RMA believes that in the near term, most of the residential development potential is rental rather than homeownership in all income ranges, and that there also exists potential for a vacation and second home market for households making more than \$75,000 annually. A strong rental market can help drive revitalization and organic growth, however, the CRA will need to identify strategies to discourage gentrification and pricing out of the rental market as economic growth and revitalization gain momentum.

Conclusion

Nearby competition from Downtown Hollywood, Fort Lauderdale, and soon by Dania Pointe are significant threats to a stable Downtown Dania Beach. Creation of an authentic, mixed-use environment with vibrancy that is based on experiences, social offerings, and unique product mix can strengthen a complementary market relationship with Dania Pointe and capitalize on the presence of other assets such as the growing visitor market (new hotels) and the Casino @ Dania Beach entertainment center.

An authentic Downtown Dania Beach should focus on the basics – aesthetics, clean & safe, and connectivity. Brand and market identity is an asset given the location between I-95 and the beach, and near the airport and seaport. Real estate is still relatively affordable, and the city and CRA have demonstrated a willingness to make the necessary investments for revitalization.

¹ Market potential figures represent the market that may be available, and do not represent the total amount of development that will ultimately be realized. They do, however, demonstrate that the vision of an active, vibrant, mixed-use downtown can be achieved if the appropriate strategies are implemented by both the public and private sectors.

The area does need an infusion of new housing, to create a 'health mix' of housing that responds to the market for affordable, workforce, mixed-use, market rate, and luxury product. Aesthetics need to be improved, and perceptions of crime and poverty addressed.

There are many real estate development opportunities in the area, and active programs managed by the CRA and city to foster investment and economic development. The CRA and City should continue to stake their claim to their fair share of the Broward County and South Florida visitor market, and promote social offerings, activities, and gathering spaces that enhance competitiveness. The CRA and City should also identify opportunities to enhance educational partnerships for the local community and improve homeownership rates for existing and prospective residents.

In summary, the Elevator Speech for this Market Analysis is that the Dania Beach CRA should:

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



Figure 2: The PATCH



Figure 1: Rendering of Dania Pointe

SWOT Observations

A Strengths, Weaknesses, Opportunities and Threats (SWOT) evaluation was conducted as part of this analysis.

Strengths

Antique Row

Access/proximity:

- Fort Lauderdale and Miami International Airports
- Port Everglades and Port of Miami
- Interstate 95

Strong critical mass of development- new residential and commercial

Access to the beach and the pier

Affordable real estate

Greenspace and undeveloped natural areas

People Access to Community Horticulture (PATCH)

The Casino @ Dania Beach entertainment center

Unique local business mix

Successful city events

Major employers

Weaknesses

Lower income levels

Older housing stock

Poor private and public-sector aesthetics in some areas, indicating under investment

Lack of downtown entertainment options

Identity of downtown

Perception of crime

Opportunities

Vacant parcels on west side of FEC

City Center brand and identity

Incentive programs

Business retention programs

Potential for a Business Improvement District

Capitalize on tourism

Attraction of Micro-Brewery or other entertainment options

Educational Partnerships

Threats

Competition

Dania Pointe and nearby entertainment centers

Fort Lauderdale

Downtown Hollywood

Gentrification

Significant new hotel development could be impacted by changes in travel preferences

Perception of crime in the area

Incompatible uses (industrial)

Economic Development Opportunities

The final part of the market analysis is an assessment of economic development opportunities with five questions, used to link the market analysis to financial feasibility, regulatory efficiency, and brand connection for a realistic, implementable economic development strategy and action plan.

What should be PRESERVED that will support new investment in Dania Beach?

- History - Broward's first city
- Natural areas
- Architecture (antique/vintage)

What can be ENHANCED to encourage economic development and investment in Dania Beach

- Aesthetics - lighting, streetscape, landscape
- Business togetherness
- Parking
- Citywide branding - signage, wayfinding
- Business mix - gathering place
- Connectivity

What can be EXPOSED and promoted to attract more development in Dania Beach?

- The PATCH
- Investment that is already happening
- The Casino at Dania Beach
- Tri Rail Coastal Link

What can be INVESTED in that will improve Dania Beach's competitiveness?

- Aesthetics
- Social offerings
- City Center Project
- Processes
- Security

What can be CAPITALIZED on to establish Dania Beach as a good location for investment?

- New hotel development - capture visitor spending
- Strong office cluster
- The Casino at Dania Beach
- Major employers such as DCOTA, Magic Leap, Chiquita, Chewy
- Proximity to Dania Pointe