DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

AGENDA
COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
TUESDAY, FEBRUARY 11, 2025 - 5:30 PM

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

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

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

IN CONSIDERATION OF OTHERS, WE ASK THAT YOU:

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

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

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

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

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

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

1. CALL TO ORDER/ROLL CALL

2. CITIZENS' COMMENTS

Addressing the Commission: A thirty (30) minute "Citizen Comments" period shall be designated on the agenda for citizens and interested persons to speak on matters whether or not scheduled on that day's agenda. Individuals wishing to speak on a matter not included on the "Public Hearing" section of the agenda, which matter pertains to an item before the City Commission which requires a decision of the City Commission, may do so by signing in and submitting a form to that effect with the City Clerk prior

to the meeting. Speakers at Public Hearings shall also submit such a form. Each speaker shall be limited to 3 minutes for his or her comments. If more than ten (10) speakers express a desire to speak, the Commission shall determine on a meeting by meeting basis whether to (a) extend the time allotted for citizen comments to accommodate all speakers, or (b) whether to limit the number of speakers or amount of time per speaker. A speaker's time shall not be transferable to another speaker.

3. ADMINISTRATIVE REPORTS

1. Administrative Report

4. PRESENTATIONS

1. South Florida Community Land Trust, Mandy Bartle, President and CEO
2. Love Our Nation, Ovrill Dwyer Co-Founder/Executive Director

5. CONSENT AGENDA

1. Minutes: January 14, 2024 CRA Board Meeting
2. Travel Requests: None.

6. PROPOSALS AND BIDS: None.

7. DISCUSSION AND POSSIBLE ACTION

1. CRA Vision and Direction

8. INFORMATION ITEMS

9. BOARD MEMBER COMMENTS

10. ADJOURNMENT

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

City of Dania Beach
Memorandum

DATE: 2/11/2025

TO: Chair and Board Members

FROM: Michael Chen, Executive Director

SUBJECT: Administrative Report

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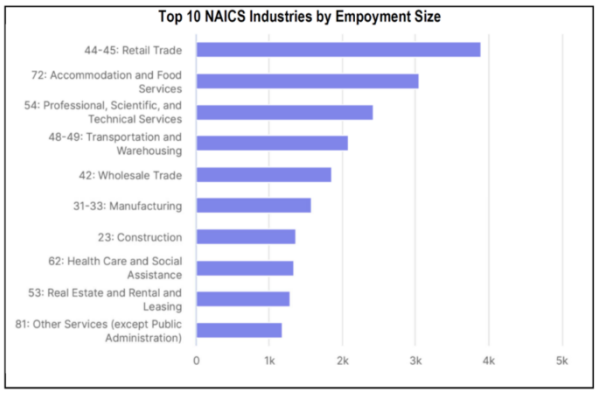
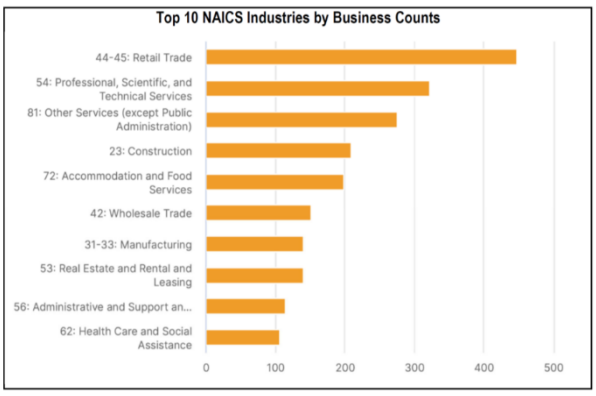
1. ECONOMIC DEVELOPMENT

CRA Plan Priority: Establish a local business inventory, conduct outreach and annual business surveys to identify market conditions, and determine critical needs of local business leaders. The CRA has secured a comprehensive list of City/CRA businesses through the Bludot subscription. The City has 2,813 businesses, 1,070 of which are in the CRA. The data is updated monthly and is being uploaded into the CRA's CRM software. A copy of the raw data has been shared with the Finance Department to assist tracking Business licenses.

All businesses are listed with address, NAICS code, and City/CRA. Most listings include contact names/titles, website, phone, number of employees, and opening year. Some examples of the analytics included are below:





City Place (59 SW 3rd Ave): The City Place Apartment features 99 units in the 8-story building, for people making up to 60% of area median income (AMI). In addition to affordability, the developer is providing employment assistance, fiscal management, and home ownership opportunities to the tenants.

City Place has begun to accept applications for its low-income affordable apartments. To date the CRA office has received over 30 inquiries regarding leasing and residency qualifications and we refer them to the leasing office. Also, we collaborated with the developer's leasing office to be better prepared and organized to manage the inquiries. The latest information provided to us is that they have committed all the available units and have started a waiting list.

The CRA's role in the leasing is a result of our promotion of City Place on the CRA Website. If you enter a search for "Landmark Development Dania Beach," the CRA website is the #1 result on the search list. If you enter a search for "City Place Apartments Dania Beach," the CRA website is the #5 result on the search list, but it is the first non-realty entity in the search list.

BRAVO Visits: The purpose of a BRAVO visit is to ensure that businesses feel supported and to identify how the City can assist with their growth and success. Each business visit is provided with a folder containing helpful handouts on City/County demographics, including information on employment training support from CareerSource Broward, and CRA programs, services, and resources designed to support business development,

Through these interactions, the CRA Business Manager can foster stronger relationships with local businesses and gain insights into the unique challenges they face, ensuring that the City is better equipped to assist them moving forward.

Hotel Dello Fort Lauderdale Airport, by Hilton (28 S Federal Hwy): According to Thomas Geres, General Manager, Hotel Dello is performing well, with a balanced mix of business and leisure travelers during the weekdays, while cruise passengers primarily occupy weekends. Recently, the hotel expanded its amenities to include a bar with seating and a full menu. However, this new amenity is not yet fully operational.

Challenges: The hotel is facing significant challenges related to homelessness due to its proximity to both a bus stop and Dania Beach City Hall. Homeless individuals frequently enter the hotel, often causing disruptions. Notably, the hotel had to change the locks on its bathrooms to prevent unauthorized access. There have also been incidents where homeless individuals opened the refrigerator in the lobby, which contains drinks for sale, and took items without paying.

Mr. Geres inquired about how the Dania Beach Library manages the homeless population. To address this, the CRA Business Manager met with Ann Wenger, Community Library Manager, who explained that as a public facility, the library does not prohibit homeless individuals from using its services. Homeless individuals are only asked to leave if they violate the library's code of conduct, ensuring that the library remains a welcoming space for everyone.

Measures Taken: Hotel Dello has employed a security guard to patrol the hotel from midnight to 7 AM to help mitigate the impact of these disruptions during off-peak hours. However, the hotel is seeking assistance for times outside of these patrol hours, as the issue persists during the day and into the evening.

CRA Action: The CRA scheduled a meeting with Captain Tarala and his homeless action team on February 5, to discuss the situation and explore potential solutions for addressing the

challenges faced by the hotel and the broader community.

Dania Rexall Pharmacy (16-18 S Federal Hwy; According to Robert Kusher, President & CEO, he purchased the building in 2016 as Dania Discount Drugs and subsequently opened the Rexall Pharmacy. Over the years, Mr. Kushner listed the building for sale multiple times and received three offers, which did not close. In July 2024, Mr. Kushner entered into a sales agreement with real estate developers, who plan to redevelop the property. The new owners recognize the property's value for redevelopment. The terms of the contract stipulate that the building must be vacated by May 2025 - Mr. Kushner intends to vacate the premises by the end early March 2025.

Mr. Kushner enjoyed his time operating in Dania Beach, but his original goal was never to stay in the area permanently. His business model has evolved over the years, transitioning from an in-person retail operation to a mail-order pharmacy. Mr. Kushner's new model requires a setting that does not involve public interaction. Consequently, he has decided to relocate his business operations to a commerce park in Fort Lauderdale, which better aligns with his evolving needs. The move will have negligible impact on employment. Most of the pharmacy staff will retain their jobs at the new location.

Kavana Kava Bar (6 S Federal Hwy): Mr. Robert Gardner, the owner of Kavana Kava Bar, chose Dania Beach as the location primarily due to the supportive and commission-friendly business environment in the city, particularly the relationships he developed with Mayor Joyce Davis and Commissioner Marco Salvino. Mr. Gardner has expressed a deep appreciation for the small-town feel and sense of community in Dania Beach.

Kavana Kava Bar opened in October 2024, offering two unique beverages: Kratom, a coffee-alternative beverage; and Kava, an alcohol-alternative beverage. Kava is known for its relaxing and stress-relieving properties without the hangover typically associated with alcohol. This

concept stemmed from Mr. Gardner's personal choice to avoid alcohol.

Business Operations: Kavana Kava Bar operates in two main segments: Morning (8 AM to 5 PM), which focuses on Kratom as a coffee alternative; and Evening (5 PM to 2 AM), when the focus shifts to Kava as an alcohol alternative. Community engagement is being driven by themed activity nights, such as:

- Monday: Game Night
- Tuesday: Trivia Night
- Wednesday: Pool Table Night
- Thursday: Bingo Night
- Friday: Ladies Night (buy one, get one free drinks)

Kavana Kava Bar processes a substantial number of Uber Eats orders, expanding its reach to the broader community. Mr. Gardner has plans to grow the business further, including featuring live bands and hosting larger events to increase engagement with the community and attract more visitors.

Community Engagement: Kavana Kava Bar benefits from its location near City Hall, particularly during events like Dania After Dark. This arrangement has proven successful, and Mr. Gardner is interested in participating in more events with the City. The CRA Business Manager has provided Mr. Gardner's contact information to the Dania Beach Special Events Team for any potential involvement in city-sponsored events.

Challenges: The biggest challenge Mr. Gardner currently faces is dealing with a homeless population that tends to congregate around the back door of his business. The presence of homeless individuals has created safety concerns, especially for employees leaving at 2 AM and for customers during evening hours. Mr. Gardner does not have his own security and is requesting additional support from the city to address these safety concerns and ensure a secure environment for both his staff and customers.

CRA Action: The CRA scheduled a meeting with Captain Tarala and his homeless action team on February 5, to discuss the situation and explore potential solutions for addressing the challenges faced by the hotel and the broader community.

2. PATCH

PATCH programs**:**

- The PATCH participated as a vendor at Dania After Dark Dinner at the Hall. They were greeted enthusiastically by our neighbors. 3 Son Brewery was particularly interested in buying fresh vegetables for their food service. We are setting up a BRAVO visit with the owner and chef to follow up.
- PATCH Fresh Food Box: The program is increasingly popular, with 26 registered members. Pick-up is Tuesday afternoons (4:00-6:00) or Wednesday mornings (10:30-11:30). The cost is $20.00 per box, EBT/SNAP cardholders receive 50% off. Dania Beach residents are given priority for distribution.
- Community Garden: 11 of the 12 plots in the Community Garden are rented. There are two plots assigned to the Saratoga Seniors organization and two plots assigned to CW Thomas program.

Fruitful Fields programs**:**

- **Adult Intern Program**: TFF is hosting an Adult Intern Program available at the three community gardens they manage, including the PATCH. The program is for 9 hours per week, September through April. The program provides participants with gardening skills, fresh veggies which they grow, and a social environment. This program will start in September and eight (8) people have registered for the PATCH. The program was advertised in the Dania Beach Press, September edition, on social media, and posted on the CRA website. (Flyer attached)
- **Veterans, Youth and Special Need Agriculturists Assistance Program**: The Farmers Outreach program is primarily focused on assisting veterans, small farmers, minorities, and the socially disadvantaged by offering a firsthand farming experience through apprenticeships, agricultural workshops, and technical one-on-one advice on USDA loans/grant programs.

FIU has approved the PATCH as their Broward location for the Intern program and has discussed Bianca (PATCH Lead Coordinator) and Jaime (TFF Executive Director) to conduct workshops for FIU. FIU is extending the USDA grant program support for the Adult Intern Program described above.

Love Our Nation programs:

- **Earth 2 Table**: Earth 2 Table programs are held every Monday, 2:30 to 5:30, except for school holidays. The program teaches youth the importance of making healthy food choices and caring for the environment. Approximately 12 kids are attending this program. Programs include gardening, journaling, etiquette, teamwork, communication skills, finance, homework, and public speaking.
- **Senior Fresh Fruit and Veggie Bicycle Distribution**: The Love Our Nation Youth will begin to call neighborhood Seniors and get their addresses and explain what the SFF&VBD is and ask them if they would like to participate. In their groups they will map the Seniors' addresses and plan for the December event. The PATCH has "dedicated" one of the raised beds to LON, which they use to teach gardening practices.

PATCH Ongoing Maintenance/Operations

- The Fruitful Field (TFF) has determined that a lot of the ongoing flooding on the PATCH aisles are due to the soil compaction that has occurred over the years. TFF has a "decompaction" machine they will bring to the PATCH to till the soil under the aisles and put down a layer of mulch that will improve the absorption of water and reduce the flooding. TFF has a supplier who will donate clean mulch for this initiative. Landscaping cloth will be placed over the mulch to create a smooth walkway.
- PATCH Winter Crops: rainbow carrots; radish; white turnips; peppers; Tokyo bekana; tomatoes; eggplant; beans; fennel; savoy cabbage; cauliflower; lacitano kale; curly kale; tomatoes (maturing); red & green mustard; eggplant; mizuna (first harvest); arugula (first harvest); mixed salad (first harvest); lemongrass; Italian & holy basil; Italian & Cuban oregano; parsley, cilantro, and sage. bananas and moringa.
- PATCH Summer Crops: sage; lavender; sweet basil; rosemary; thyme; tomatoes; okra; peppers; eggplant; beans; peas; sweet potatoes; Seminole pumpkin; summer squash, kale; bananas; passion fruit; coconuts; watermelon (patch will start to grow in summer);

breadfruit, jackfruit; tamarind; papaya, cherry Barbados.

City of Dania Beach
Memorandum

DATE: 2/11/2025

TO: Chair and Board Members

FROM: Michael Chen, Executive Director

SUBJECT: South Florida Community Land Trust, Mandy Bartle, President and CEO

Request:

Background:
The **South Florida Community Land Trust** is nonprofit developer creating quality, sustainable and permanently affordable housing across South Florida, especially for those most vulnerable to being displaced from their communities by market forces, by developing ownership and rental properties, creating paths to first-time homeownership, and supporting residents so they can maintain housing stability.

As the organization's first Executive Director, Mandy Bartle transformed SFCLT from a fledgling nonprofit into a nationally recognized leader among community land trusts. Under her stewardship, the organization has developed permanently affordable housing in 13 cities and grown its assets to over $20 million. Mandy spearheaded the launch of the nation's first equity fund for community land trusts, capitalized with $755,000 in just one year, and managed over $20 million in federal allocations for housing acquisition, renovation, and construction.

They are here to present their upcoming project in Dania Beach.

Budgetary Impact

Recommendation

City of Dania Beach
Memorandum

DATE: 2/11/2025

TO: Chair and Board Members

FROM: Michael Chen, Executive Director

SUBJECT: Love Our Nation, Ovrill Dwyer Co-Founder/Executive Director

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Request:

Background:
At the December 10, 2024, CRA Board Meeting, the Board was advised of the Love Our Nation (LON) interest in a CRA-owned property, located at 137 NW 4th Avenue. The CRA was seeking Board approval to initiate a public notice regarding its potential interest to sell or lease a CRA-owned property. The Board requested more information as to LON's plans before considering the subject. Love Our Nation, Ovrill Dwyer Co-Founder/Executive Director, is here to provide the additional information and answer questions regarding their planned project in Dania Beach.

Love Our Nation is a nonprofit 501c3, established in the State of Florida in 2013. Their mission is to educate and empower youth with life skills that will enable them to be healthy and productive contributors in creating a more prosperous and loving community. The key initiatives of LON are focused on the areas of Health, Education and Preservation of the Environment.

Love Our Nation has served the Dania Beach Community since 2015. This began with the Earth 2 Table gardening program at C. W. Thomas Community Center and The Dania Beach PATCH; and then expanded to an after school safe zone resource to support children with homework assistance (through the help of volunteer tutors), health and nutrition (in partnership with FLIPANY and Loafing Around), dance classes and wellness (in partnership with Developing Dream Foundation), and financial literacy (in partnership with SUN Credit Union), golf classes (with 1st Tee of Broward).

Budgetary Impact

Recommendation

DANIA BEACH
COMMUNITY REDEVELOPMENT AGENCY

DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING MINUTES
TUESDAY, JANUARY 14, 2025 – 5:30 P.M.

DRAFT

1. Call to Order/Roll Call

Chair Davis called the meeting to order at 6:00 p.m.

Present:

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

2. Citizen Comments

The following spoke:

- John Messida – 121 SE 3rd Avenue

3. Administrative Reports

Executive Director Chen presented his administrative report that was provided to the Board in their packets. He touched on the following topics:

- SCORE Broward
- CRA Business Manager
- CRA Plan – Business List
- CRA Website

CRA Executive Assistant Denise Greenstein spoke about the PATCH having a booth at Taste of Dania and there were many interested residents and business owners. She thanked the Parks and Recreation staff for their assistance.

4. Presentations

There were no presentations.

5. Consent Agenda

5.1 Minutes:
- January 14, 2024 CRA Board Meeting

5.2 Travel Requests: None.

Board Member Lewellen made a motion to approve the consent agenda. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

6. Proposals and Bids

1. Agreement with Rebuilding Together Broward County for the At Home Dania Beach Safe At Home Program

Director Chen introduced the item.

Robin and Rita of Safe At Home spoke about the program

Board Member Ryan recalls a discussion to increase to $75,000 and Executive Director Chen commented that he wanted to run this as a test pilot for $50,000 and if all goes well a budget amendment could be done.

Board Member Ryan made a motion to approve the item. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

2. Agreement with Rebuilding Together Broward County for the At Home Dania Beach Residential Beautification Program

Director Chen introduced the item.

To clarify for Vice Chair Salvino, Executive Director Chen stated that there were approximately 20 homes out of the 40 in the contract so the CRA will pay them out for the homes that have been completed and the remainder of the funds that were set aside for those 20 homes would go back to the line item.

Board Member Ryan made a motion to approve the item. The motion was seconded by Vice Chair Salvino which carried unanimously on voice vote.

7. Discussion and Possible Action

7.1 Six-Month Extension of the Real Time Marketing Agreement

Director Chen introduced the item and explained they are seeking a 6-month extension. Extension instead of renewal as they are revamping the scope of work.

DRAFT

Board member Lewellen asked what services are needed for the next six months and Executive Director Chen responded that they would work on the PATCH website and social media. She asked if any of it can be done in-house with city staff and Executive Director Chen responded that they are currently looking into that option and is hoping to initiate an RFP and if he receives the responses back, he can terminate the extension early.

Vice Chair Salvino asked if it can go month to month and Executive Director Chen responded that with 10 days' notice it can be terminated at any time.

Vice Chair Salvino made a motion to approve the item. The motion was seconded by Board Member Ryan which carried unanimously on voice vote.

8. Information Items

There were no information items.

9. Board Member Comments

Board Member Lewellen reserved her comments for the Commission meeting.

Board Member Rimoli inquired about blue dot system versus using city staff to pull the business licenses. There was discussion regarding the comprehensiveness of business licenses.

Discussion ensued regarding a CRA plan.

Board Member Ryan commented on the CRA and PATCH website.

Vice Chair Salvino would like to see a report on the businesses and Executive Director Chen commented that he looks forward to having an economic development section of his monthly report on the businesses called upon and any observations and comments.

Chair Davis commented that the Dania After Dark event was amazing, and she was glad to see the patch participate. She was also glad to see the CRA engaged and out and about more in the community.

10. Adjournment

Chair Davis adjourned the meeting at 6:05 p.m.

ATTEST:

COMMUNITY REDEVELOPMENT AGENCY

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ERIN MCCLENDON
CRA SECRETARY

_____

JOYCE L. DAVIS
CHAIR – CRA

DRAFT

City of Dania Beach
Memorandum

DATE: 2/11/2025

TO: Chair and Board Members

FROM: Michael Chen, Executive Director

SUBJECT: CRA Vision and Direction

Request:
This item is on the agenda for discussion at the direction of Board Member Rimoli.

Background:
This discussion needs to include the Project Priorities listed in our CRA Plan, approved by the Dania Beach Community Redevelopment Agency by Resolution No. R-2023-CRA-005, and adopted by the Dania Beach City Commission by Resolution No. R-2023-029, on March 14, 2023.

Attached is a table of the Plan's Project Priorities and their status to-date.

Budgetary Impact

Recommendation

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

Project / Action Title	Est Cost	Priority	Status
Federal Highway Public Realm Enhancements Complete a design for FDOT review of placemaking sign elements and wayfinding signage in the City Center and Arts, Entertainment & Innovation Dist.	$25,000	1-2 Yrs	The Downtown Vision Plan and Wayfinding sign "draft" concepts are ready for presentation.
NW/SW 1st Street Enhancements Design and construct a Complete Street with increased pedestrian emphasis. Include public art installation locations. Modify code requirements to promote dual building frontages and midblock pedestrian connections.	$1,500,000	2-4 Yrs	The Downtown Vision Plan "draft" concepts are ready for presentation. The CRA will propose creating an "Arts District Overlay" once the Vision Plan is adopted. The Downtown Vision Plan and Wayfinding sign "draft" concepts are ready for presentation.
CRA Website Enhancements Improve the website to increase public communications through multiple media streams that inform residents, promote activities, and attract community redevelopment.	$30,000	1-2 Yrs	The CRA website update is complete.
Business Academy Support Continue to support small business management education and training within the program.	$6,900	1-2 Yrs	Continuing, ongoing. FY2025 programs include October 2024: Simple Steps for Starting a Business; November 2924 Financial Strategies for Small Businesses.
At Home Dania Beach Program Continue to support and consider expansion of the CRA-led development of low-income affordable single-family homes program through the First Time Homebuyer Program and Residential Revitalization Programs.	$120,000	1-2 Yrs	Rebuilding Together is ongoing. In FY2025, 20 homes have been completed (total +220) New program for interior safety improvements, "Safe At Home", has started.
Non-Residential Improvement Program Establish new minor improvement (e.g., paint, landscape, etc.) program for existing small business building frontage enhancements along Federal Hwy.	$100,000	1-2 Yrs	Façade Grant Program is active. Five grants were awarded in 2024. In FY2025, one new grant has been awarded.
Workforce Training Program Identify secondary and higher education providers to partner on aligned local business employment skills programs.	$10,000	1-2 Yrs	FIU has exhausted their funding for remote IP2Mkt classes. Dania Beach is still listed as a "Collaborator" for IP2Mkt programs at FIU. Working with CareerSource to develop cross-supporting programs.

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

Project / Action Title	Est Cost	Priority	Status
PATCH Master Plan Implementation Implement master plan elements by resolving land ownership through improvement relocation or easements, installing ADA sidewalks, and increasing program delivery.	$75,000	2-4 Yrs	Rebuild of PATCH with 46 new raised beds is completed. There has been a significant in on-site programs – partners with FIU, Love Our Nation, and Fruitful Field.
Project Arts, Entertainment & Innovation District Evaluate code and plan revisions, public realm improvements, and use of non-residential improvement grants (e.g., paint, landscape, etc.) to support improvements and branding of the district.	$225,600	2-4 Yrs	The Downtown Vision Plan and Wayfinding sign "draft" concepts are ready for presentation. Five Façade Grants a awards in FY2024, 1 award in FY2025
Target Industry Inquiry Establish a local business inventory, conduct outreach and annual business surveys to identify market conditions, and determine critical needs of local business leaders.	$5,000	2-4 Yrs	We secured a list of City/CRA .businesses - City 2,813/CRA 1,070. Target Industries are identified on the CRA Website, including Marine. Annual full-page ad in the GFL Alliance Sourcebook. Annual 2-page ad in the Dania Beach Chamber Sourcebook Annual 2-page "branding" story in Invest Livability Magazine, endorsed/distributed by the Greater Ft Lauderdale Alliance. The mandatory CRA Annual Report is designed and published as a comprehensive marketing report
Special Events and Festivals Continue to support the CRA-led events that activate the City Center sub-area.	$105,600	4+ Yrs	DAD and Arts & Seafood are no longer allowed by ss163, Part III. CRA will conduct training and PATCH events.
Commercial Façade Grant Program Continue to support and streamline the grant program to promote curb appeal enhancements along Federal Highway. Consider program expansion that incentivizes property owner actions and supports existing small business tenants in enhancements along Federal Highway.	$100,000	4+ Yrs	Façade Grant Program is active. Five grants awarded in FY2024; I award in FY2025.