

MINUTES OF MEETING  
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY  
TUESDAY, OCTOBER 10, 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<br>Bobbie H. Grace<br>Marco A. Salvino, Sr. |
| Interim Director: | Kathleen Weekes                                                 |
| City Attorney:    | Thomas Ansbro                                                   |
| CRA Secretary:    | Louise Stilson                                                  |

2. Citizen Comments

There were no comments at this meeting.

3. Administrative Reports

Interim Director Weekes provided the Board with an update on the Arts & Seafood Celebration, which is attached to and incorporated into these minutes.

Interim Director Weekes noted staff will meet tomorrow to finalize the agreement for the Executive Director, before it is presented to Ms. Williams. She asked the Board for the salary to offer.

Board Member Grace wants us to be fair and not consider less than \$120,000.00. Ms. Williams should receive less than what we paid RMA for the management services.

Board Member Grace thinks we need to push the Arts & Seafood Celebration back another 2-3 months. This would give us time to get others on board. She wants a south Florida connected band, The Imagines, to perform through the Casino.

Board Member Salvino commented the applicants noted their required salary on their applications, and thought the salary should be less than proposed. He questioned why, if she asked for \$95,000.00 on her application, we should offer more to start. He would like to see her perform before we overpay.

Board Member Salvino concurred that we should probably defer the date of the Arts & Seafood Celebration.

Vice-Chairman Harris suggested \$112,000.00-\$115,000.00 for a starting salary. He commented perhaps we should not have the Arts & Seafood Celebration this year.

Board Member Brandimarte said she was good with giving the \$95,000.00 requested salary.

Board Member Brandimarte commented the Vice-Chairman is right, and perhaps we should not have the Arts & Seafood Celebration this year because we are so far behind. Next year we should start earlier. She noted she liked the idea of a local band.

Chairman James commented maybe Ms. Williams did not want to seem greedy by asking for more than \$95,000.00; she is comfortable with giving her more than that.

Chairman James noted the Arts & Seafood Celebration is a positive event for the City; if staff is under pressure, we could push it back or not have it.

**Board Member Grace motioned to offer a starting salary of \$112,000.00; seconded by Vice-Chairman Harris. The motion carried unanimously.**

Board Member Grace said the first compromise is to move the Arts & Seafood Celebration back to August.

Interim Director Weekes noted if we do not have certain elements of the event handled by persons who are experienced, namely the marketing team and event producer Standing Ovations, in order to meet deadlines, then she would agree to move the event to 2019. If it is moved, we should then have an RFQ for someone to produce it in 2019.

**Vice-Chairman Harris motioned to put together an RFQ for 2019 and to not have an event in 2018; seconded by Board Member Grace. The motion carried on the following 5-0 Roll Call vote:**

|                                 |            |                             |            |
|---------------------------------|------------|-----------------------------|------------|
| <b>Board Member Brandimarte</b> | <b>Yes</b> | <b>Vice-Chairman Harris</b> | <b>Yes</b> |
| <b>Board Member Grace</b>       | <b>Yes</b> | <b>Chairman James</b>       | <b>Yes</b> |
| <b>Board Member Salvino</b>     | <b>Yes</b> |                             |            |

#### 4. Presentations

There were no presentations on this agenda.

#### 5. Consent Agenda

##### 5.1 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

5.2 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)

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

**Board Member Grace motioned to approve the Consent Agenda; seconded by Board Member Brandimarte. The motion carried on the following 5-0 Roll Call vote:**

|                                 |            |                             |            |
|---------------------------------|------------|-----------------------------|------------|
| <b>Board Member Brandimarte</b> | <b>Yes</b> | <b>Vice-Chairman Harris</b> | <b>Yes</b> |
| <b>Board Member Grace</b>       | <b>Yes</b> | <b>Chairman James</b>       | <b>Yes</b> |
| <b>Board Member Salvino</b>     | <b>Yes</b> |                             |            |

6. Proposals and Bids

There were no proposals on this agenda.

7. Discussion and Possible Action

7.1 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

Kevin Crowder, RMA, presented a PowerPoint on the 7-step Market Analysis, which is attached to and incorporated into these minutes.

Sharon McCormick, RMA, presented the Marketing Plan, which is attached to and incorporated into these minutes.

The Board desired to discuss this later at a workshop after the Executive Director is in place.

Interim Director Weekes noted RMA's contract expired September 30<sup>th</sup>, and asked if the Board wanted them to work on a month by month basis until the new director is settled in.

The Board agreed to pro-rate RMA's services until the Executive Director begins.

8. Board Member Comments

There were no comments at this meeting.

9. Adjournment

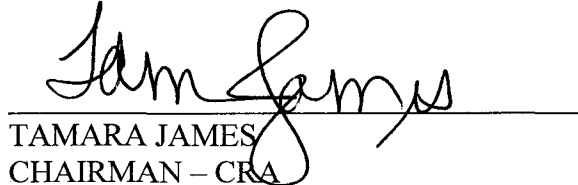
Chairman James adjourned the meeting at 7:01 p.m.

ATTEST:



LOUISE STILSON, CMC  
CRA SECRETARY

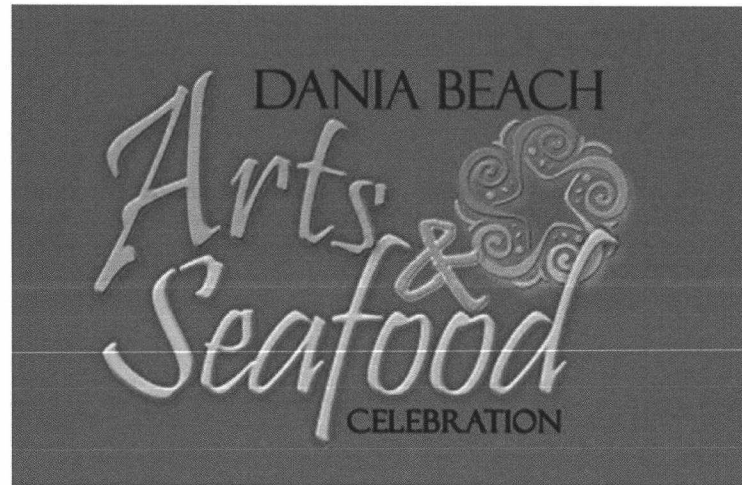
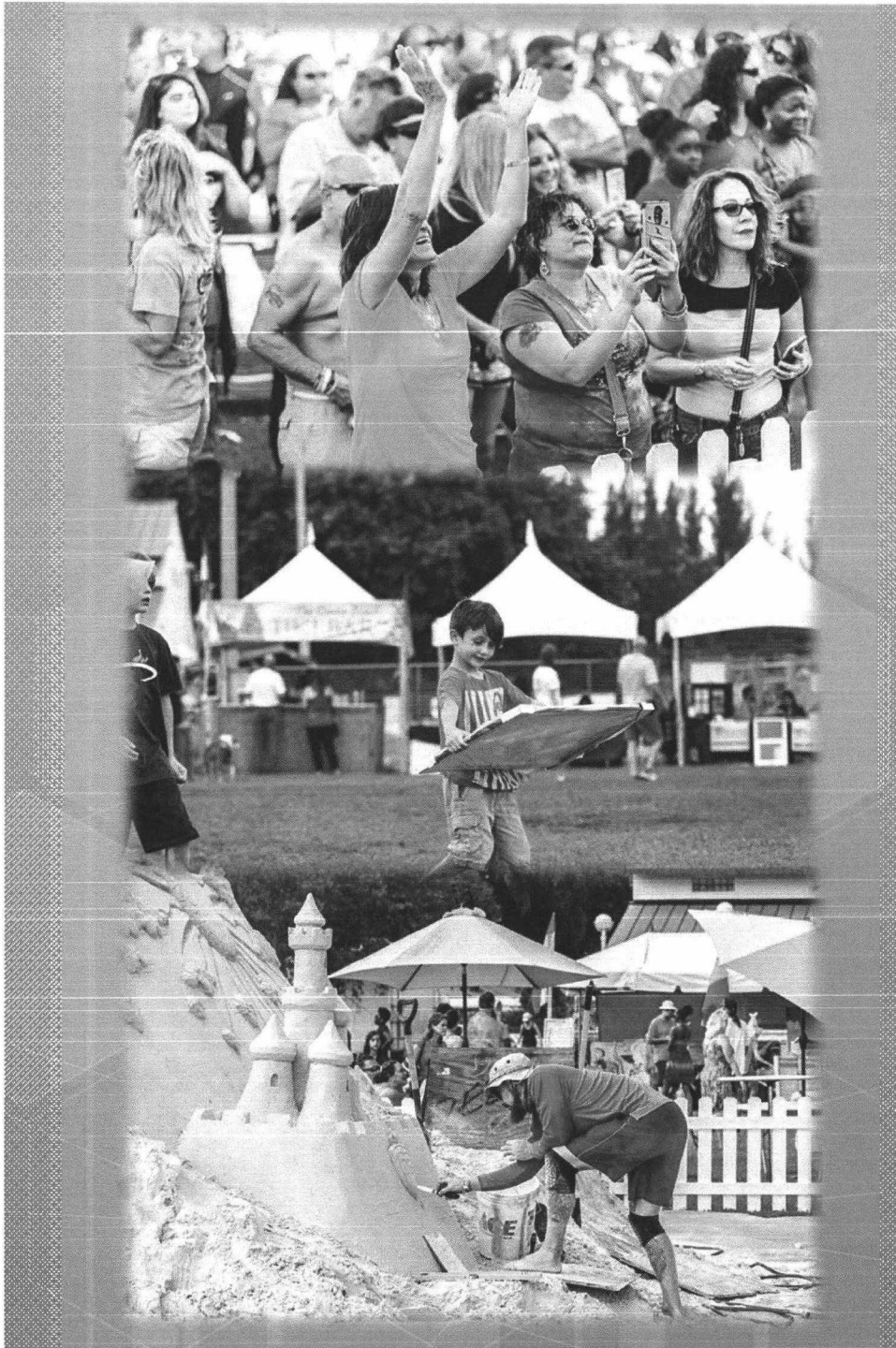
COMMUNITY REDEVELOPMENT  
AGENCY



TAMARA JAMES  
CHAIRMAN – CRA

Approved: November 14, 2017





DBCRA  
Arts and Seafood  
Celebration 2018  
Update

October 10, 2017

# PRODUCTION DETAILS FOR 2018 EVENT

- As decided in the CRA Workshop on September 29, 2017, the CRA will produce the 2018 event.
- **Please Note:** We are behind in planning by 4 months.
- Event is in 6 months and we are working to catch up and make the event a success.
- We need support of all Community groups to assist with elements of the event. The Friends of the Library, Chamber of Commerce, Dania Improvement Committee, and Dania Beach Lions attended the workshop.



# PRODUCTION DETAILS FOR 2018 EVENT

## Moving Forward:

- The CRA Board Sponsorship letter is prepared and at the City Attorney for review.
- CRA will also contact returning sponsors, and seek other new sponsorships.
- CRA has reached out to The Casino at Dania Beach for their sponsorship, and use of the car park.
- We have applied to activate Zapplication the online platform that runs our artists registration.
- We are in discussion with a Dania Beach business interested in doing the food and beverage concession bearing in mind the requirements of having Food Trucks and providing quality seafood at reasonable prices. We will update the CRA Board at the next meeting.



# PRODUCTION DETAILS FOR 2018 EVENT

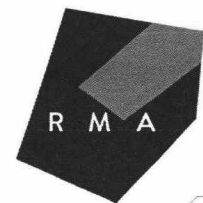
## Moving Forward:

- Standing Ovations is available to handle the logistics of the event. There is one more year option on their agreement . CRA will ask the Board to enter into an agreement with SO at the next Board meeting.
- An RFQ for an event producer or company to assume overall production of the 2019 event can be issued in January 2018 under direction of the Executive Director.
- We will be working with the Finance Department to issue RFQs for various services in accordance with City policy.
- The Website and Facebook pages are being updated.
- Promotion and Publicity of the event needs to start as soon as possible.



# Dania Beach CRA

Summary of Market Analysis



# Vision

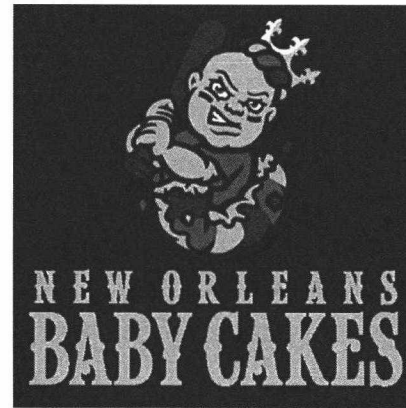


Aesthetics

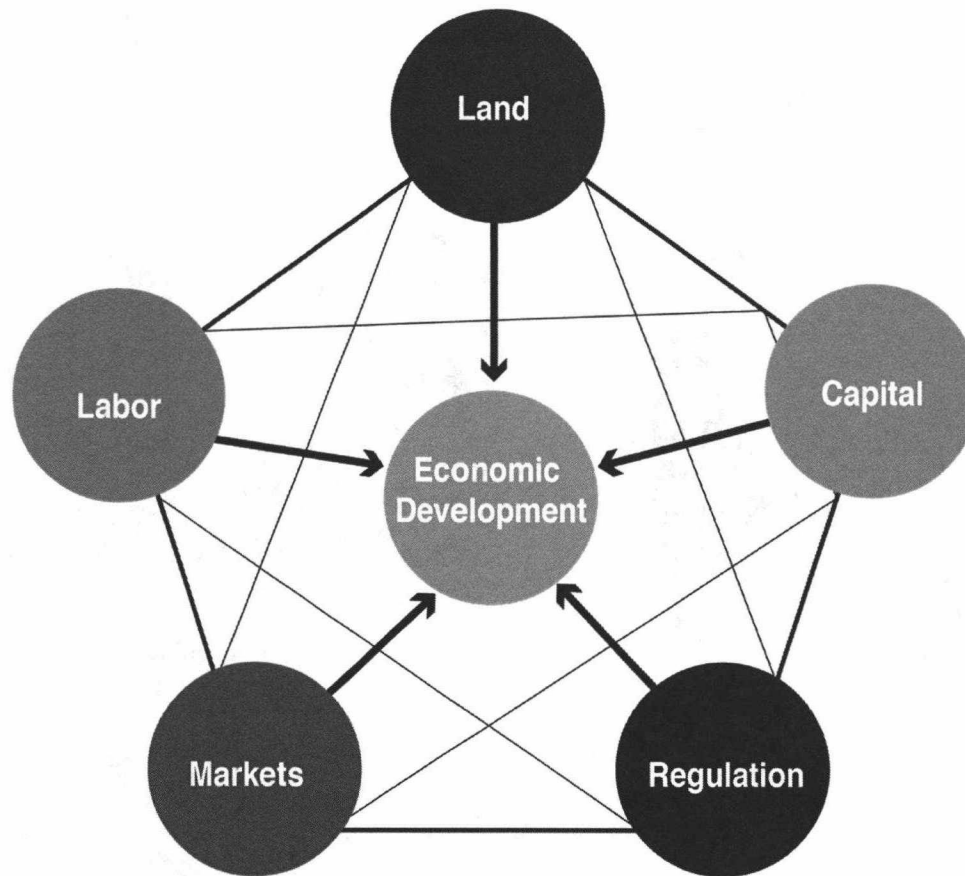
Activities

Openness

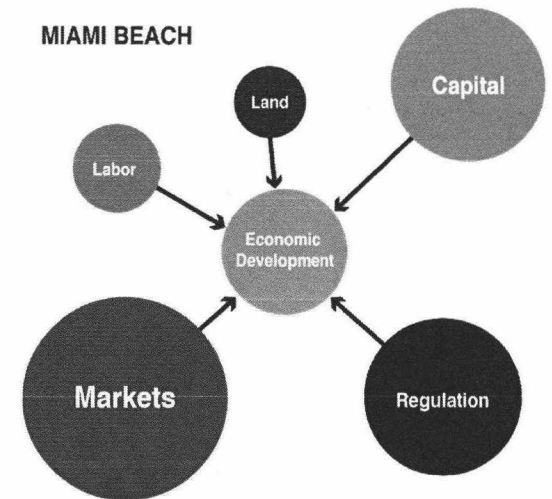
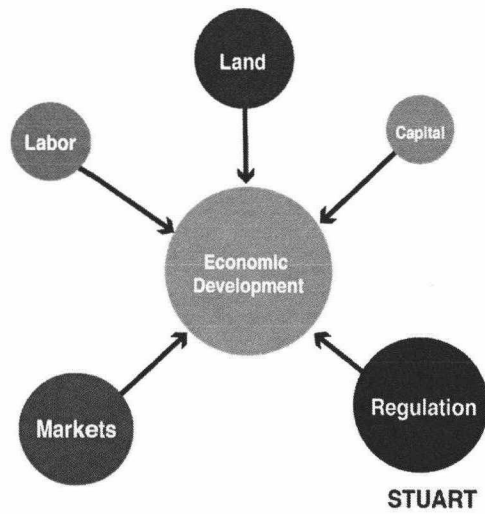




# Plan



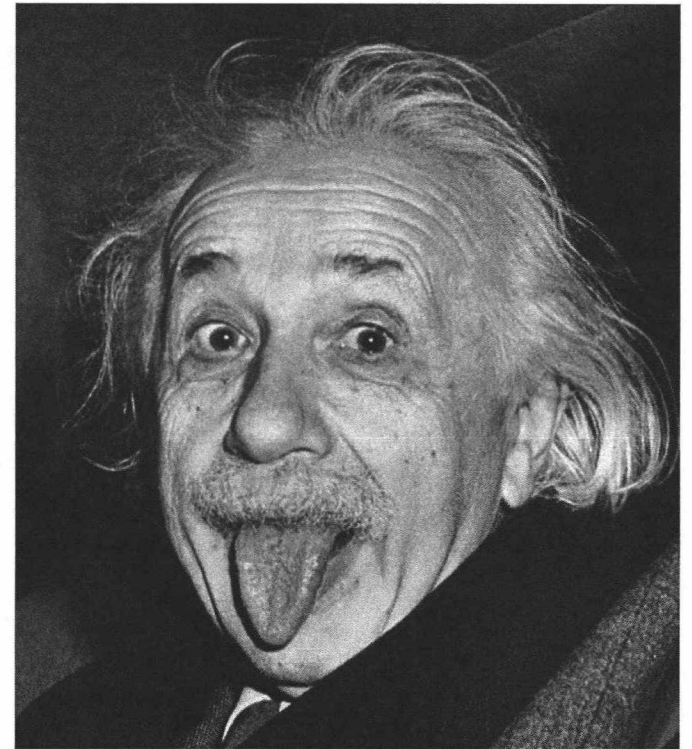
# Plan



# Market Analysis Methodology



*"Not everything that counts can be counted, and not everything that can be counted, counts."*



# Plan



Perception

Customer  
Service

Opportunity

Markets

Workforce

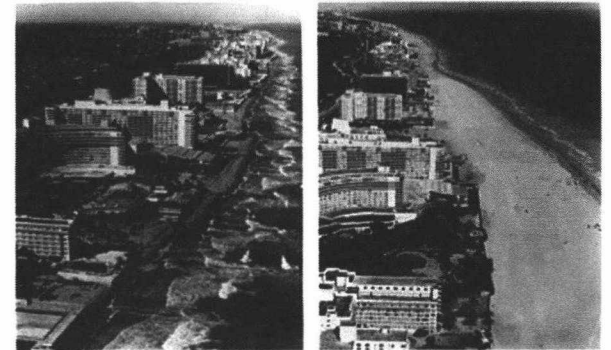
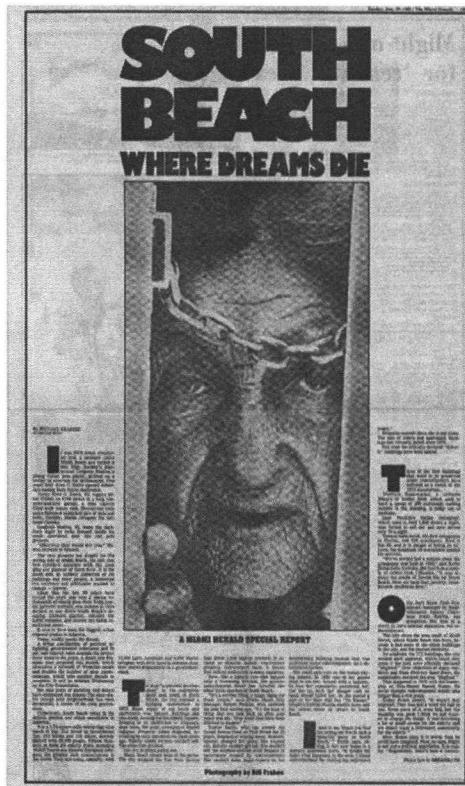
Education

Tax Base

# Plan



PRESERVE  
ENHANCE  
EXPOSE  
INVEST  
CAPITALIZE



# Implement



## ECONOMIC DEVELOPMENT VALUES

Responsiveness

Information

Credibility

# Implement



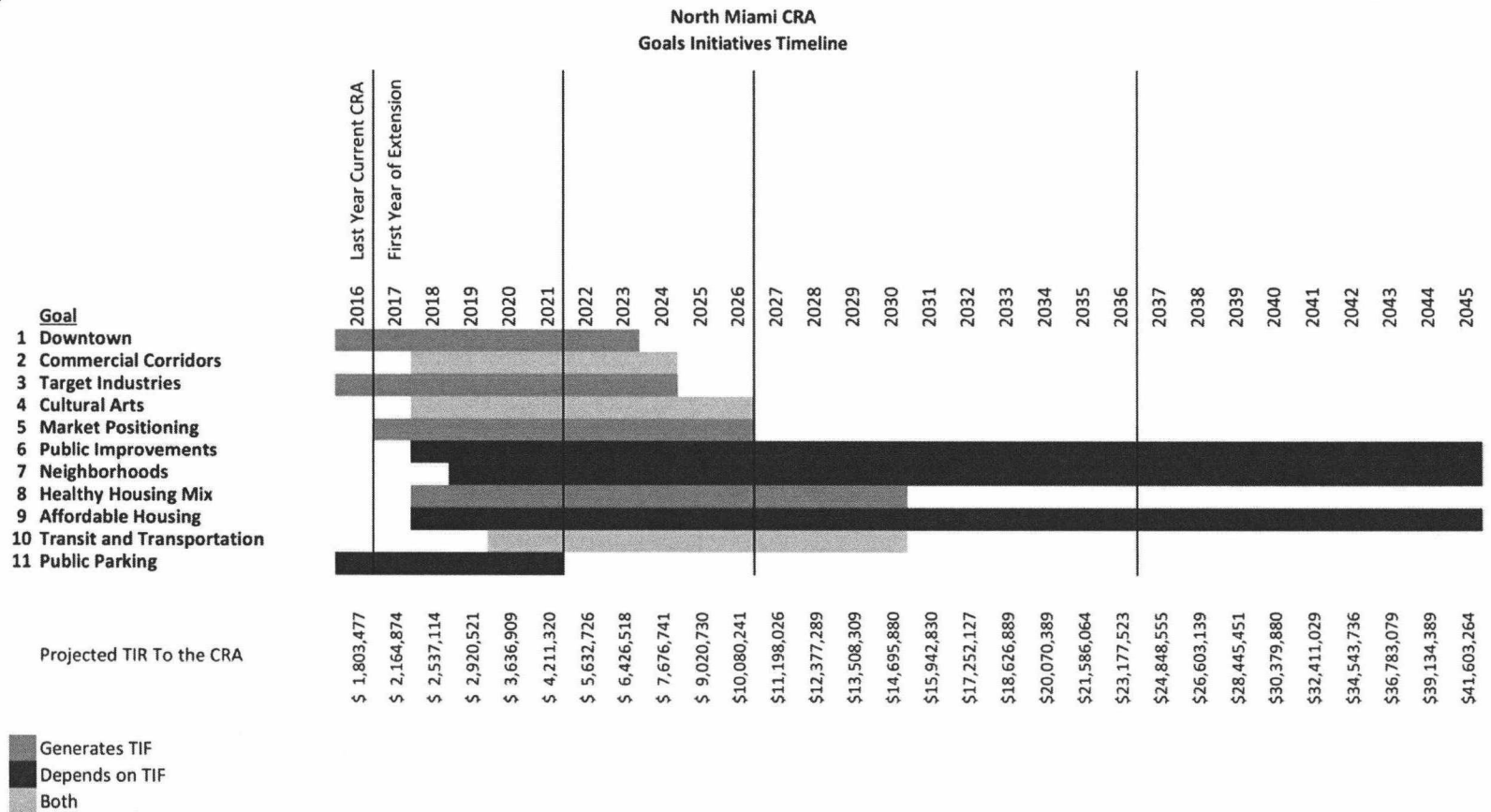
REALITY CHECK

Resources

Politics

Accountability

# Implement



# Private Investment and Financing



# Investment Drivers



- Growing office use, increasing rents, lower vacancy.
- Soft industrial market
- Increasing downtown retail rents, lower vacancy, lower cap rate
- Multifamily sector interest and growth
- Strong hospitality outlook
- Significant private investment locally
- Several large employers, recognizable brands
- Below average income
- Low homeownership rate
- 22% moved to DB in last three years, 15% from within Broward
- Daytime population downtown
- Proximity to ports
- Redevelopment Agency, Tax Credits, Incentives
- Nearby competition



*New Markets Tax Credit eligibility*

# Business Climate Themes



- Strengths
  - Antique Row
  - Location and Access
  - New Investment
  - Affordable Real Estate
  - The PATCH
  - Large Employers
- Weaknesses
  - Lower income levels
  - Older housing stock
  - Poor aesthetics in places
  - Identity
  - Crime Perception
- Opportunities
  - Vacant parcels along FEC
  - City Center Brand & Identity
  - Incentive Programs
  - Tourism
  - Educational Partnerships
  - Merchants Association
- Threats
  - Competition
  - Gentrification
  - Travel Preference Changes
  - Incompatible Uses
  - Crime Perception

# Market Potential



Estimates development capacity that may become available through convergence of:

1. Brand strength
2. Regulatory efficiency
3. Financial feasibility
4. Strategy implementation
5. Developer execution

Market potential is an estimate of overall market potential which the Downtown Dania Beach area can tap into in a 5-7 year time frame. It is not the total amount of development that is expected to occur.

- Up to 4,700 residential units
- Up to 75,000 square feet of retail and restaurant space
- Up to 100,000 square feet of new office or flex space

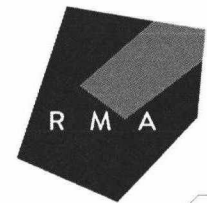
# Opportunities



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

# Dania Beach CRA

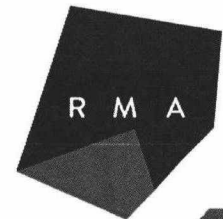
Summary of Market Analysis



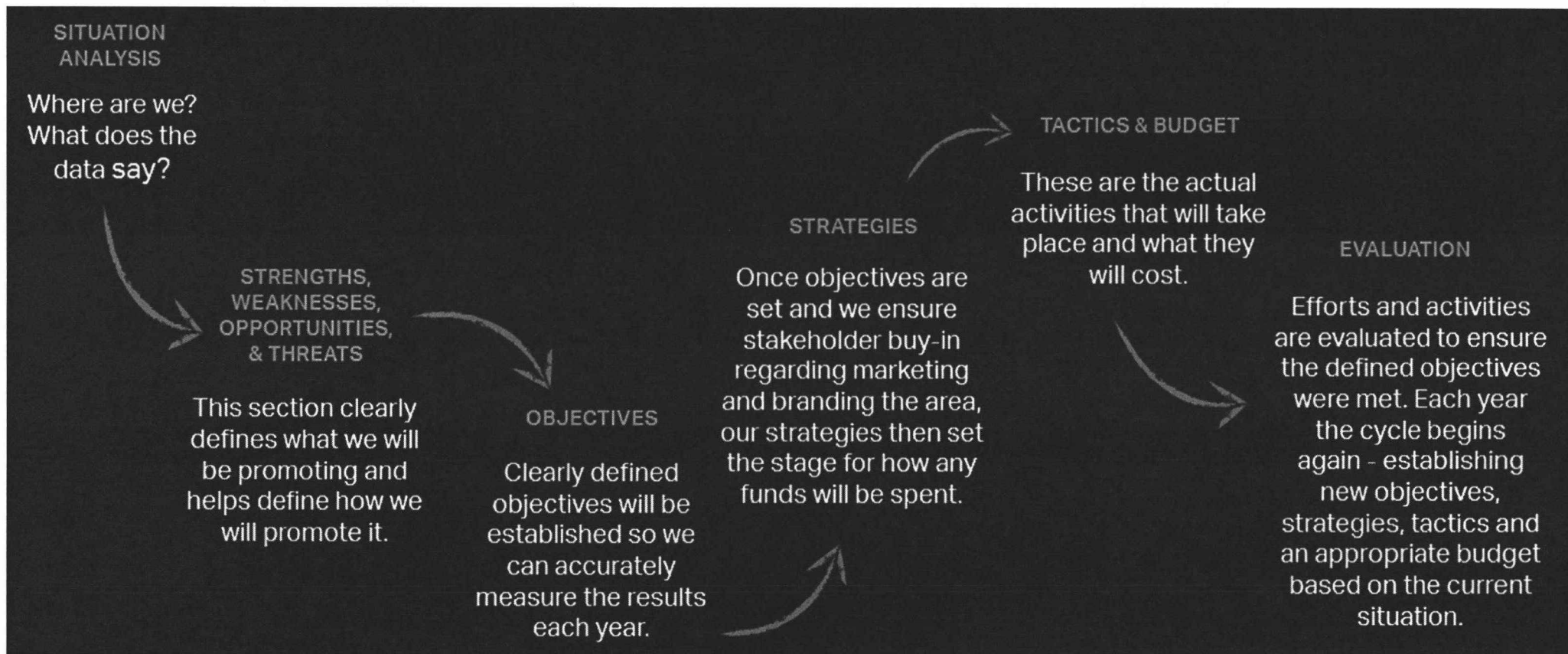
# Dania Beach CRA

FY16/17 Marketing Plan Initiatives Overview

Proposed Marketing Plan for FY17/18



# The Marketing Plan Process



## Situation Analysis

**What are  
people  
saying  
about  
Dania  
Beach?**



# What are people saying about Dania Beach?

Before:  
Review on CityData  
2010

01-17-2010, 08:50 PM

Nolefan34

3,670 posts, read 7,073,953 times  
Reputation: 1685

I drove through that area the other day. It seems very depressed. You would think it would be a prime-area being so close to Fort Lauderdale and the ocean/intracoastal. But it looks almost like a ghost-town along US1.

Rate this post positively

Quote

Now:

★★★★★ 9/18/2016 Yelp

16 check-ins

Dania Beach is going through a transformation. The improvements, such as new and improved parking, new structures being built to accommodate the increasing number of tourists, and improvements to the marina are a nice addition to an already amazing area. I come here because the pier and passing boats provide waves for surfing (body or otherwise.) This beach is frequented by families, although the rip currents and the reef (decent snorkeling) can be a little daunting if you are not a strong swimmer. It seems like the lifeguards are always whistling for people to come to shore. I don't like that Dania beach has not gotten it together with a mobile parking app (which means you still have to pay at a pay station - but credit cards are accepted.) This is also a great beach for shelling, and there are some pretty good dining choices steps away. I love coming here to exercise, but it does get pretty slammed on weekends - even on the off season. Check it out!

★★★★★ Trip Advisor:

There is no where I have ever visited or lived that can compare. The beach is 1 mile from the main hwy, great restaurants, convenient shopping malls. The people here are friendly.

Current Resident · 2 months ago · Overall Experience

★★★★☆

Dania Beach is a quiet little town in Broward county that used to be known as the Tomato Capital of the World and soon took on the name "The Antique Capital of the South" because of the many antique shops in its downtown area. It offers everything from parks, museums, outdoor activities and so much more. It is a good place for raising a family and the price of real estate is very reasonable.

Current Resident · 10 months ago · Overall Experience

Facebook:

During the past 5 years, Dania Beach, has improved a lot, nice hotels, good food and nice people walking on the boardwalk. I love it.

# Digital Audit for Dania Beach – Things to Do

Search for Dania Beach brings up Fort Lauderdale attractions and things to do.



Google dania beach things to do

All Maps News Images Shopping More Settings Tools

About 2,660,000 results (1.33 seconds)

Dania Beach / Top sights

|                                                                                                                                       |                                                                                                                                                               |                                                                                                                                                                      |                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <br>International Game Fish Association<br>Fishing | <br>John U. Lloyd Beach State Park<br>Water sports & wildlife on 312 acres | <br>Seminole Hard Rock Hotel & Casino...<br>Music-themed hotel with casino & bars | <br>West Lake Park<br>Waterfront site for recreation & picnic |
|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|

More Dania Beach sights

Dania Beach Florida - Things to Do & Attractions in Dania Beach FL  
[www.visitflorida.com/en-us/locations/dania-beach.html](http://www.visitflorida.com/en-us/locations/dania-beach.html)  
Dania Beach, FL: its award-winning "Blue Wave Beaches," leisure activities and proximity to Fort Lauderdale and Hollywood, Dania Beach is an exciting vacation spot. It's also the home of the world-famous Dania Jai Alai in the center of the city's dining and entertainment district.

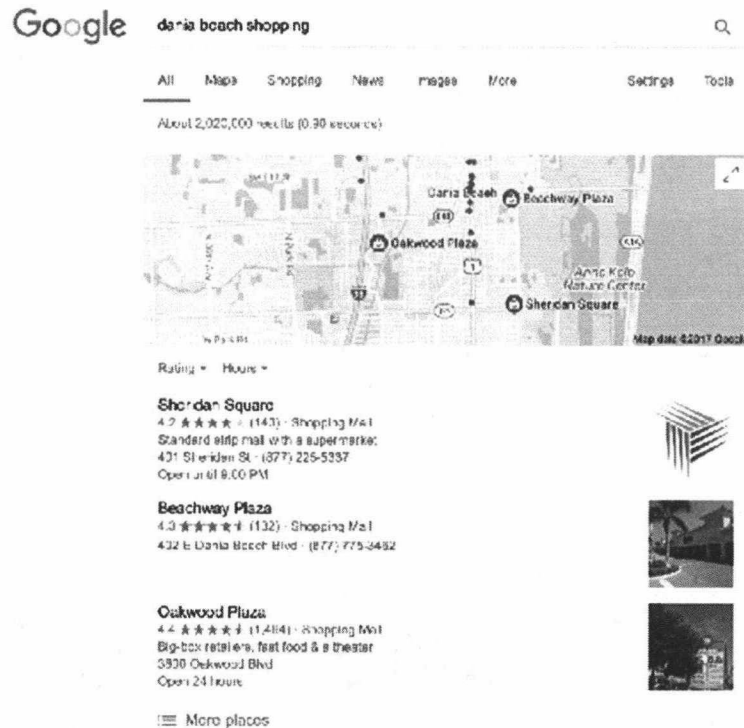
The Top 10 Things to Do in Dania Beach 2017 - Must See Attractions ...  
<https://www.tripadvisor.com> ... Florida (FL) ... Broward County ... Dania Beach ...  
Hotels near J. Van D. Hotels near The Casino at Dania Beach. Hotels near Dania Beach Ocean Park. Hotels near IOFA Fishing Hall of Fame & Museum. Hotels near Secret Woods Nature Center. Hotels near Dania Beach Fishing Pier. Hotels near Warner Museum of Decorative Arts (WMODA). Hotels near Pallick ... Wet Park.

Dania Beach 2017: Best of Dania Beach, FL Tourism - TripAdvisor  
<https://www.tripadvisor.com> ... United States ... Florida (FL) ... Broward County ...  
Dania Beach Tourism: TripAdvisor has 20005 reviews of Dania Beach hotels, attractions, and restaurants making it your best Dania Beach resource.

Things to do in Dania Beach, Fort Lauderdale: Neighborhood Travel ...  
[www.10best.com/destinations/florida/fort-lauderdale/dania-beach/](http://www.10best.com/destinations/florida/fort-lauderdale/dania-beach/)  
Travel guide for Dania Beach, Fort Lauderdale: on the best things to do in Dania Beach, 10Best reviews restaurants, attractions, nightlife, music, bars, hotels ...

# Digital Audit for Dania Beach - Shopping

Search for Dania Beach shopping brings up commercial shopping plazas without any mention of the Downtown.



Shopping in Dania Beach on TripAdvisor only shows two Downtown businesses.

## Shopping in Dania Beach

Sorted by: Ranking



### Bass Pro Shops

4.5 (150 reviews)  
#1 of 6 Shopping in Dania Beach  
Gift & Specialty Shops

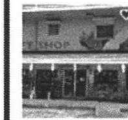
[More Info](#)



### Gallery of Amazing Things

4.5 (62 reviews)  
#2 of 6 Shopping in Dania Beach  
Gift & Specialty Shops

[More Info](#)



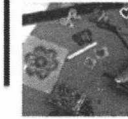
### Alex's Gift Shop

4.5 (9 reviews)  
#3 of 6 Shopping in Dania Beach  
Gift & Specialty Shops

[More Info](#)

Now flying to Turks and Caicos, Costa Rica, and the Dominican Republic.

[Southwest](#)



### C By Me

4.5 (6 reviews)  
#4 of 6 Shopping in Dania Beach  
Gift & Specialty Shops

[More Info](#)



### Nautical Ventures Marine Superstore

4.5 (3 reviews)  
#5 of 6 Shopping in Dania Beach  
Gift & Specialty Shops

[More Info](#)



### Vintage Market & Salvage Company

4.5 (2 reviews)  
#6 of 6 Shopping in Dania Beach  
Antique Stores

[More Info](#)

# Digital Audit for Dania Beach - Hotels

## 2,000 hotel rooms

Dania Beach is a top destination for cruise ship passengers and houses six (6) of the top ten (10) performing hotels for **cruise passengers**, who typically stay a few days either pre or post cruise.

## \$30 million renovation

The Le Méridien Dania Beach at Fort Lauderdale Airport (formerly Sheraton Fort Lauderdale Airport & Cruise Port Hotel and conversion and will feature

## 245 contemporary guest rooms

## 20,000 square feet of state-of-the-art meeting space

## 2 redesigned restaurants

Anticipated to open in 2018

-  1. Hyatt House Fort Lauderdale Airport & Cruise Port  
90 Southwest 18th Avenue  
Dania Beach, FL 33004  
(954) 922-0271  
★★★★☆ 49 reviews  
\$\$ · Hotels, Venues & Event Spaces  

I have been staying at the Hyatt House since Friday. This is my go to choice of hotels because of the location, the cleanliness of the hotel and rooms, and the staff. I requested... read more
-  2. Holiday Inn Express & Suites Fort Lauderdale Airport South  
205 N Federal Hwy  
Dania Beach, FL 33004  
(954) 925-5500  
★★★★☆ 19 reviews  
\$\$ · Venues & Event Spaces, Hotels  

This is such a nice surprise I was looking for one night near the airport in a hotel that is clean and safe. This did the trick. Front desk very nice. A shout out to Hermanie who... read more
-  3. Comfort Suites Fort Lauderdale Airport South & Cruise Port  
191 South West 19th Ct  
Dania Beach, FL 33004  
(954) 771-4800  
★★★★☆ 16 reviews  
\$\$ · Hotels  

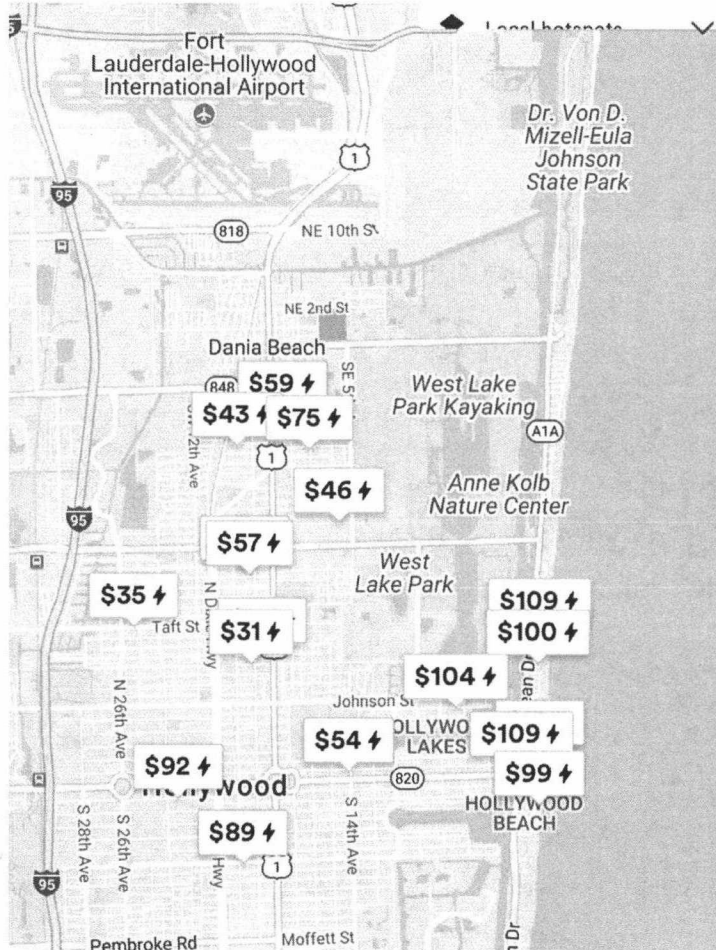
Yohe was friendly and accommodating after a long day of traveling and our flight being cancelled, she was a breath of fresh air. The lobby area was clean and contemporary with... read more
-  4. Cambria hotel & suites Ft Lauderdale, Airport South  
141 SW 19th Ct  
Dania Beach, FL 33004  
(954) 889-2600  
★★★★☆ 60 reviews  
\$\$ · Hotels  
Has a Check-in Offer  

The room was nice, clean, and modern. That's mainly what I care about. The room was freezing when we first got in, but I think that's a typical Florida thing. I do wish they would... read more
-  5. Residence Inn Ft. Lauderdale Airport/Cruise Port  
4801 Anglers Ave  
Dania Beach, FL 33312  
(954) 989-3636  
★★★★☆ 23 reviews  
\$\$ · Hotels  

Great! Great service. Beautiful room. Clean facilities. Complimentary shuttle. What else could you ask for? This is definitely one of the nicer Residence Inns I have stayed at.... read more
-  6. Home2 Suites By Hilton FtLauderdale Airport- Cruise Port  
161 SW 19th Ct  
Dania Beach, FL 33004  
(954) 998-0200  
★★★★☆ 2 reviews  
\$\$ · Hotels

# Digital Audit for Dania Beach

AirBnB



## Reviews

Great place, clean and comfortable. Easy access to Fort Lauderdale, Downtown Miami and Miami Beach by public transportation and by car.



**3,600+ reviews**  
of Airbnb homes in Dania Beach

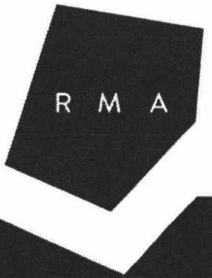


**4.4 out of 5 stars**  
average home rating in Dania Beach

## Proposed FY 17/18 Marketing Plan



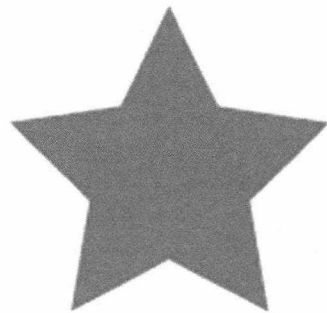
**WHAT'S  
NEXT?**



R M A

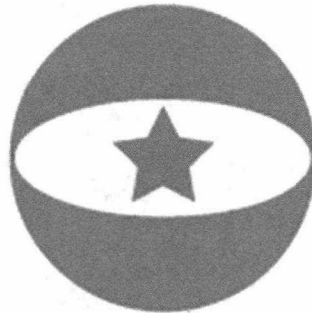
## ○ Identity & Branding

Objective: Position Downtown Dania Beach for Continued Growth (residences, businesses, offices)



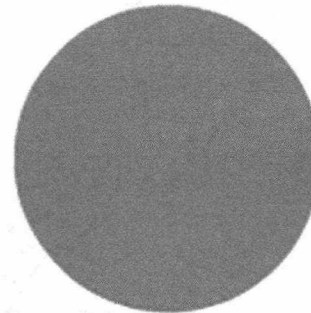
### BRAND

perceived emotional  
corporate image  
as a whole.



### IDENTITY

visual aspects that  
form part of the  
overall brand.



### LOGO

identifies a business in  
its simplest form via the  
use of a mark or icon.

Develop a specific downtown identity and create a comprehensive campaign message to be used across all media channels.

“A brand is a singular idea or concept that you own inside the mind of a prospect.”

Al Reis

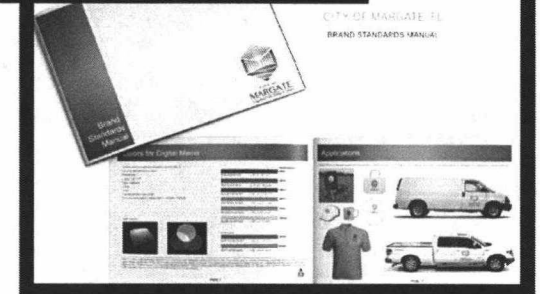
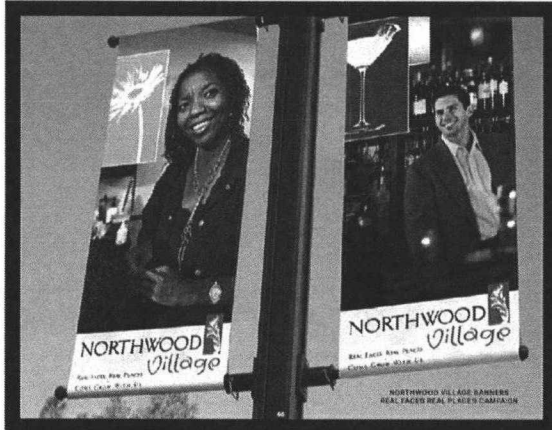
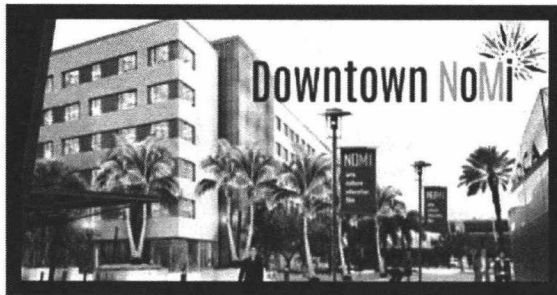
Al Reis coined the term "positioning", as related to the field of marketing, and authored *Positioning: The Battle For Your Mind*, an industry standard on the subject.

#### The Dania Beach Brand Promise

Dania Beach promises residents, businesses and visitors a true renaissance, building a bridge from our history to our future. We will embrace the spirit of re-invention and promote a modern ideal. The Dania Beach experience will be one of optimism and revitalization. We will provide an atmosphere where businesses can bet on themselves and win. We will create a sense community, and build a downtown that can be enjoyed by visitors and residents alike. We will transform Dania Beach as a City and a destination. Dania Beach will be a source of pride for our stakeholders.

## Example Tactics

- Create a DBCRA and Downtown **Brand Standards Manual**
- Create branded Downtown City Center **light pole banners**
- Create a downtown **promotional video**
- Compose and distribute **press releases** for new businesses, projects, programs, etc
- **Downtown Master Plan** marketing and promotions
- **Social media** management and **website** updates
- Create a City/CRA **City Magazine**



## Example Downtown Master Plan Marketing and Communications

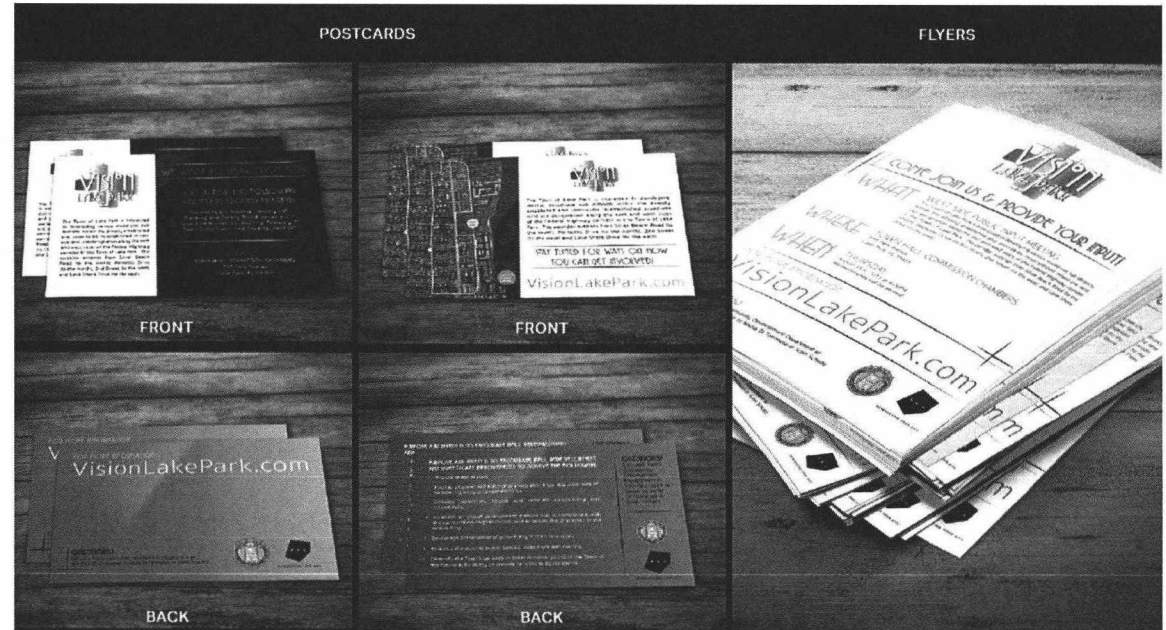
CITY OF LAKE PARK, FL  
LOGO DESIGN, WEBSITE & COMMUNICATIONS CAMPAIGN



LOGO



WEBSITE



Example: Celebrate Sunrise



# ○ Business Attraction/Retention & Communications

Objective: Attract new target businesses and developers to the Downtown and retain existing target businesses

## Example Tactics

- **Host Banker/Broker/Developer Event**
- Maintain inventory of existing downtown businesses
- Maintain communications with developers
- Update branded business attraction collateral
- Build on business email list with phone calls and visits (goal: visit 10/month)
- Monthly business insider newsletter
- 3<sup>rd</sup> Annual Business Luncheon
- Merchant surveys
- Quarterly merchant meetings
- Cooperative advertising program
- Develop creative cross promotional campaigns for businesses/hotels
- **Complete the “Guide to Doing Business in Dania Beach”**
- **Determine the feasibility to support a Main Street program**

**YOU ARE CORDIALLY INVITED**  
DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY

**SECOND ANNUAL BUSINESS LUNCHEON**

*Register early, limited seating available!*

**THURSDAY SEPT 21 2017** 11:30 AM TO 2:00 PM  
NOVA SOUTHEASTERN UNIVERSITY  
OCEANOGRAPHIC CENTER  
3RD FLOOR AUDITORIUM  
8000 NORTH OCEAN DRIVE  
DANIA BEACH  
FLORIDA, 33004

**KEYNOTE SPEAKER**  
DAVE ANDERTON  
PORT EVERGLADES DIRECTOR FOR STRATEGIC PLANNING  
The next 50 years at Port Everglades and Dania Beach's role in the logistics support network

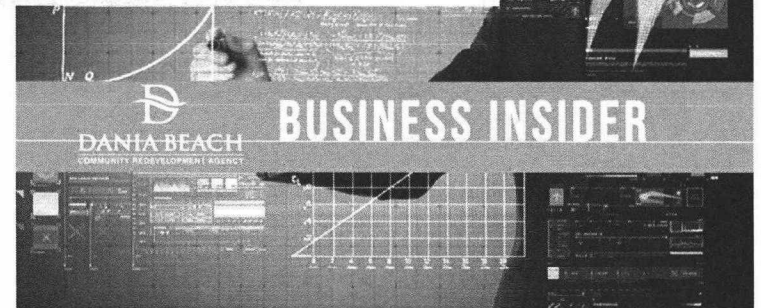
**SPECIAL PRESENTATION**  
DEV MOTWANI  
PRESIDENT OF MERRIMAC VENTURES REAL ESTATE FIRM  
100 residence Tilon mixed use project at Federal Highway and Dania Beach Boulevard and the implications for next generation housing and transportation

**SEAT RESERVATIONS LUNCHEON & VALET PARKING \$25**

**SPONSORED BY THE DANIA BEACH COMMUNITY REDEVELOPMENT AGENCY**  
954.924.6801  
daniabeachcrd.org

**kindly RSVP**  
BY SEPTEMBER 14 2017  
DAN MURPHY  
dmurphy@daniabeachcrd.org  
OR 954.924.6801  
PAY WITH CREDIT CARD OR CHECK AT THE DOOR

**DIRECTIONS TO CAMPUS:** Take 595 east to Federal Hwy South on Federal Hwy (also known as US#1) for 1.5 miles. Go EAST onto Dania Beach Blvd for 1.5 miles. At circular ramp take 2nd right into Dr. Von O. Mizell-Eula Johnson Park (Formerly John Lloyd Park). Stop at Park gate (24/7) let them know attending NSU event. **NOTE:** Speed limit (radar enforced) 35 and 20 inside the Park. NSU HCN50 GHDC Bldg is in the Park about 2.5 miles on the left.



## Example 2017 Ads/Notices/Promotions/Trade Shows – Update with 2018 Campaign

|                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>POPCORN ZONE</b><br/>BUY A SMALL BAG GET A SMALL BAG FREE!<br/>Offer valid 8/2/17</p> <p>954-246-4462<br/>64 S. FEDERAL HWY DANIA BEACH, FL 33004</p>                                                                           |  <p><b>Pao's Company</b><br/>Italian Restaurant &amp; Lounge</p> <p>ONE ENTERTAINMENT EVERY FRIDAY, SATURDAY, &amp; SUNDAY</p> <p><b>15% OFF TOTAL CHECK!</b><br/>with this ad, other offers excluded. 8/2/17-12</p> <p>242 E. Dania Beach Blvd Dania Beach, FL 33004<br/>954-931-4970 • www.paoscompany.com</p> |  <p><b>Escape Foot Spa</b></p> <p><b>\$5 OFF</b><br/>ANY SERVICE, with this ad.<br/>Excludes pedicures, waxing, and other services.</p> <p>410 East Dania Beach Blvd<br/>Dania Beach, FL 33004</p>                  |
|  <p><b>DANIA BEACH</b><br/>COMMUNITY REDEVELOPMENT AGENCY</p> <p>Committed to Supporting and Promoting Locally-Owned Businesses!</p> <p>To participate in this group ad, contact the DBCRA at:<br/>sarah@dbcra.org or 772-708-0220</p> |                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                      |
| <p><b>FREE JOB TRAINING OPPORTUNITIES FAIR</b></p> <p><b>WE WANT YOU!</b></p> <p>Your future starts here. Take advantage of these resources for job seekers.</p> <p>August 8th   9-noon<br/>Located in Dania Beach City Hall<br/>100 West Dania Beach Blvd</p>                                                          |  <p><b>SPECIAL: COLOR COPIES STARTING AT \$0.10!</b></p> <p>3036 GRIFFIN ROAD #5<br/>DISCOUNT-PRINTING.COM</p>                                                                                                                                                                                                   |  <p><b>Dania Beach PATCH FARM &amp; MARKET</b></p> <p>Open every Saturday from 10am-4pm for fresh, locally grown produce.</p> <p><b>BRING THIS AD IN FOR \$5 OFF YOUR TOTAL PURCHASE</b><br/>Offer valid 8/2/17</p> |

**Join us for the DBCRA's Merchant Meeting**



Come discuss topics and issues that are important to the business community. BSO and City Staff will address:

- Police and Security
- Code Compliance
- Signage
- Updates on CRA Projects
- The Fall Business Promotion Schedule.

*RSVP*  
kpayen@danibeachfl.gov

**Thursday, September 7th | 6PM**

**DANIA BEACH**  
COMMUNITY REDEVELOPMENT AGENCY

Located in the City Hall Atrium  
100 West Dania Beach Blvd, Dania Beach, FL  
DaniaBeachcra.org | (954) 924-6801

**We want to promote YOU!!**  
Click below to email us what's going on.

SEND US YOUR:

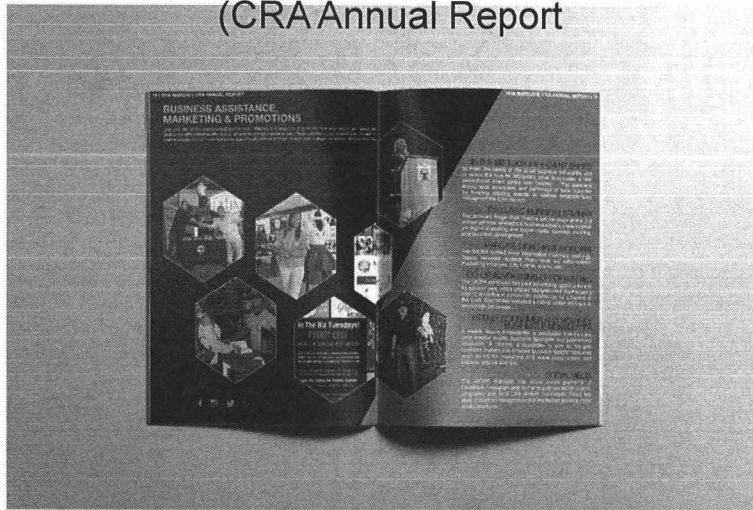
*events and specials!*

We want to promote your business in our newsletter and social media!

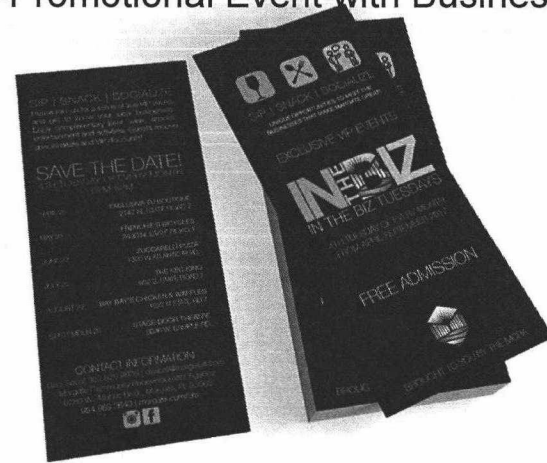


Example: Margate Identity and Branding, etc...

(CRA Annual Report



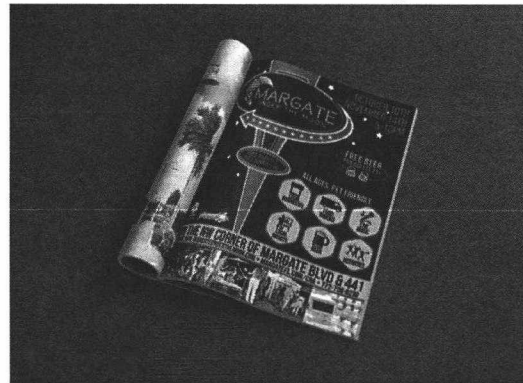
Cross-Promotional Event with Businesses



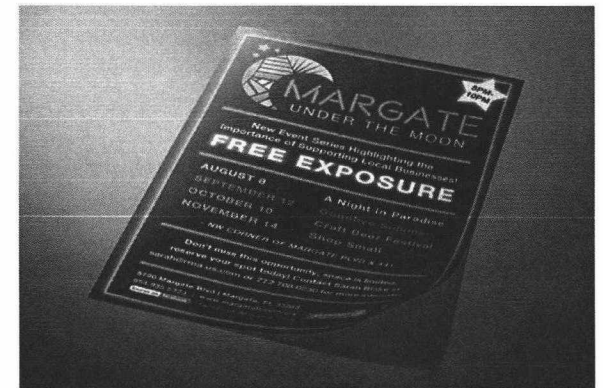
Cross-Promotional Event VIP  
Customer Card



Event Advertising

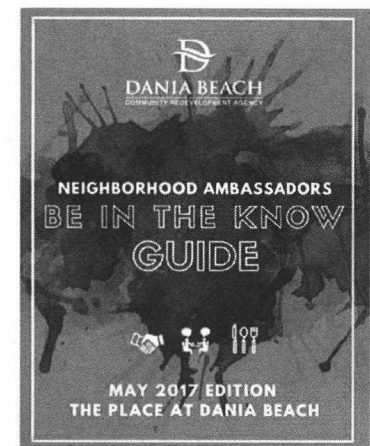


Business Communications



## ○ Customer Base/Advertising & Events

Objective: Attract new customers, remain top of mind with existing customers and improve overall impression of Dania Beach as a shopping, dining and entertainment destination



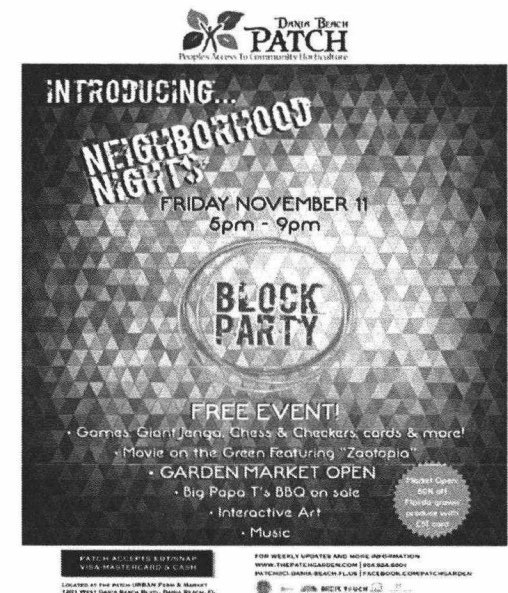
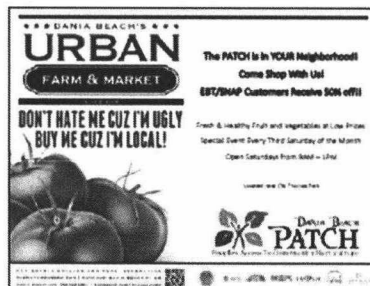
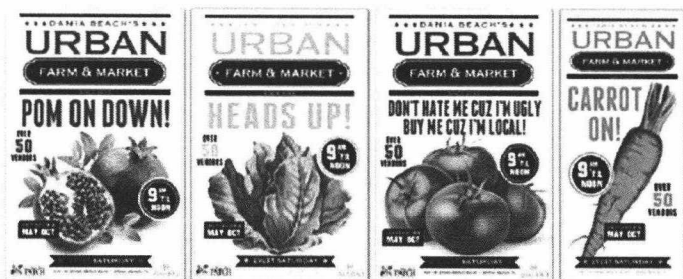
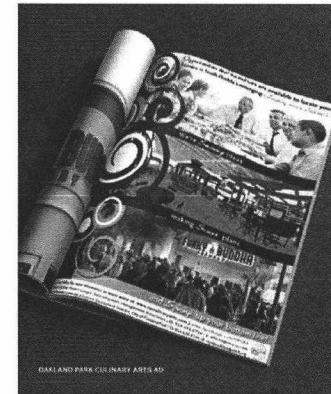
### Example Tactics

- Build on existing resident email database
- Neighborhood Ambassador Program
- Monthly VIP Neighborhood Ambassador Newsletter
- Weekly "What's Happening" Newsletter
- Attend events to promote the DBCRA
- **Launch monthly downtown Arts and Antiques Walk**
- **Evaluate opportunities to participate in Sunny.org co-op advertising**

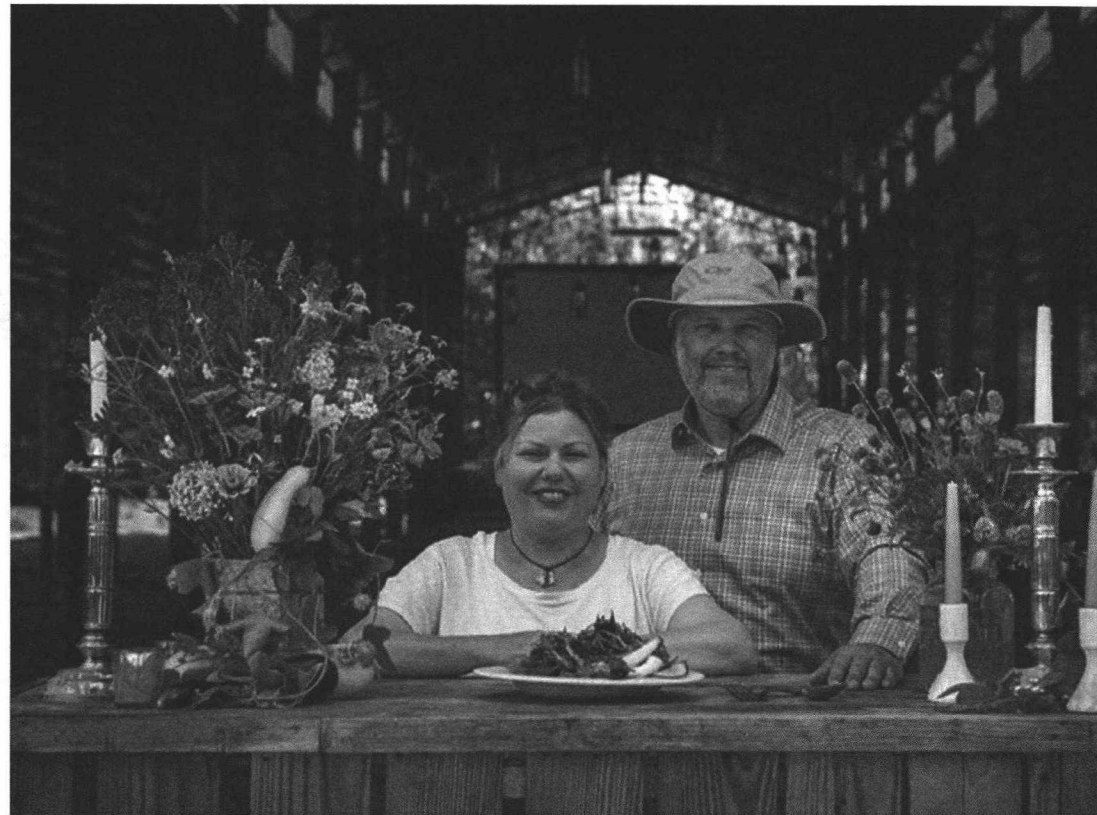


## Example Tactics

- Update the annual PATCH marketing and events plan
- **Develop a PATCH brand standards manual**
- PATCH graphic design services and management
- Weekly PATCH newsletter
- Promote and market all PATCH events, workshops and newsworthy activities
- PATCH Neighborhood Nights
- **PATCH Farm to Table Dinners**



## Example: Swank Farms - Farm to Table Dinners with Top Chefs

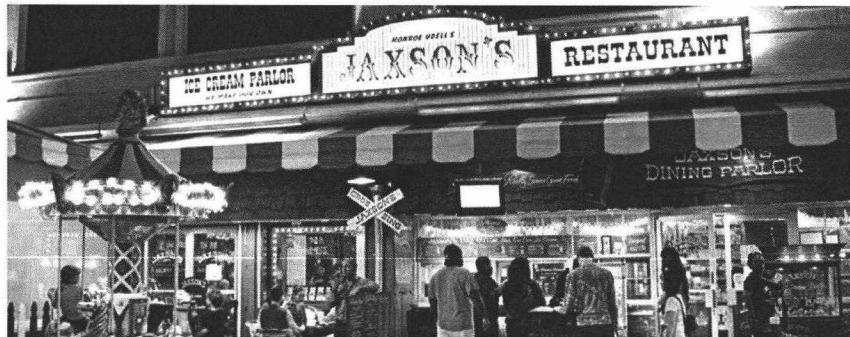


# ○ Downtown Physical Environment / Positioning

Exterior Condition of Buildings/Visual Appearance/Signage & Wayfinding

## Example Tactics

- Promote available façade/other **incentive programs** to business and property owners
- Educate downtown business and property owners about effective display tactics for storefronts
- Attend **Creative Arts Council (CAC)** Meetings
- Compose and distribute press on CAC projects
- Promote **Atrium Art Gallery Events**
- Capitalize on City Center and other development progress
- **Determine feasibility of establishing an Art in Public Places Ordinance**
- Assist with signage and wayfinding programs (regarding design/brand/locations as necessary)



**Questions?**

**Thank You!**

